

No.
178
Oct.
'75
33230

MAD^{IND}®

OUR PRICE
50c
CHEAP

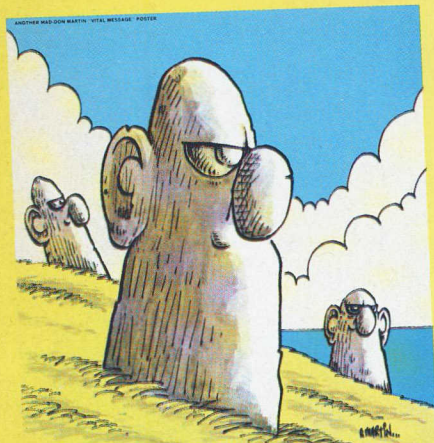


IN THIS
ISSUE WE
WRECK... **GODFATHER II** & **ORIENT EXPRESS**

DEFACE YOUR WALLS WITH
8 DON MARTIN
 VITAL MESSAGE
POSTERS

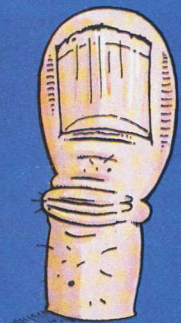
&

DISGRACE YOUR WALLS WITH
8 DON MARTIN
 LITERARY HEROES
PORTRAITS



Visit Intriguing
EASTER ISLAND

**THE TOE BANK
 NEEDS TOES**



Pledge Yours Today!

**GOOD GOVERNMENT
 NEEDS A
 SENSE OF HUMOR**

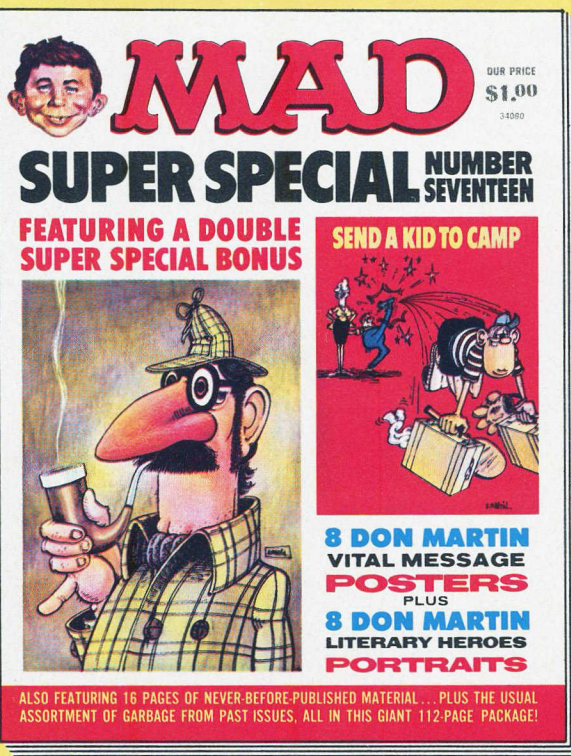


**THROW A PIE AT A
 POLITICIAN TODAY!**

**YOU GET ALL 16
 ...in full size
 and full-color
 FREE**

...PLUS THE USUAL COLLECTION OF OLD
 GARBAGE...AND NEW GARBAGE...IN THE

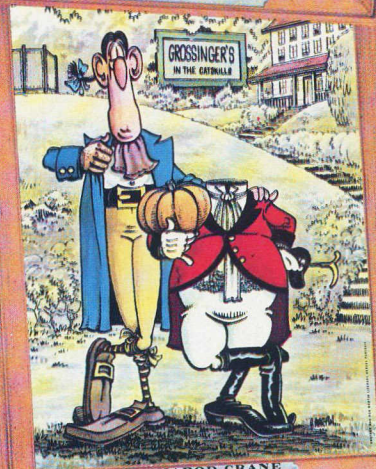
MAD
**SUPER SPECIAL
 NUMBER SEVENTEEN**



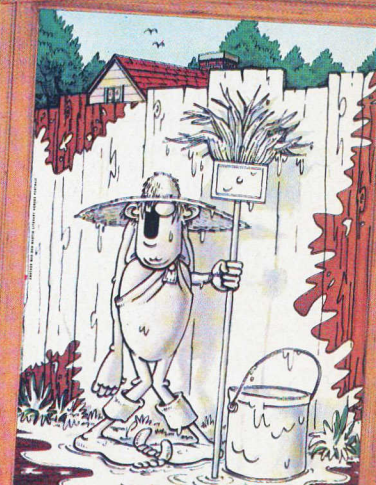
**ON SALE NOW ON ALL NEWSSTANDS
 ...SO BUY A COPY TODAY...
 OR JUST SNEAK A PEEK AT ONE!**



TARZAN OF THE APES



ICHABOD CRANE
 AND THE HEADLESS HORSEMAN



TOM SAWYER



MAD

"The President's 'Economic Theories' means
putting your money where his mouth is!"

—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO,

DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

DEPARTMENTS

ACTS TO GRIND DEPARTMENT

The MAD Circus12

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side of Gardening30

CURRENCY EVENTS DEPARTMENT

The MAD Economics Primer17

"FAMILY" REUNION DEPARTMENT

"The Oddfather Part, Too!" 4

DON MARTIN DEPARTMENT

One Day In South Dakota15

One Saturday Night At The North Pole48

FROM BAD TIMES TO VERSE DEPARTMENT

MAD's Recession Mother Goose38

GIVE US A "BREAK" DEPARTMENT

A TV Ad We'd Like To See (The Geritol Commercial)35

JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy25

LETTERS DEPARTMENT

Random Samplings Of Reader Mail 2

LOCO-MOTIVE DEPARTMENT

"Muddle On The Orient Express"41

MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragones **

PEEK OF SUCCESS DEPARTMENT

A MAD Look At Some Well-Kept Celebrities' Secrets36

ROCKING THE QUOTE DEPARTMENT

Zappers That History Forgot22

SPIN-OFFSPRING DEPARTMENT

The "All In The Family" Tree28

THE GAME OF THE NAME DEPARTMENT

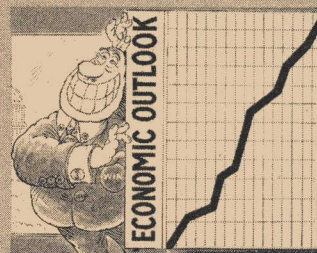
Distinctive Business And Social Cards26

**Various Places Around The Magazine

MAD—Oct. 1975, Volume 1, No. 178. Published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: in U.S.A., 20 issues \$10.00. Outside U.S.A., 20 issues \$12.50. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1975 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

THE
ODDFATHER
PART,
TOO!
Pg. 4



THE
MAD
ECONOMICS
PRIMER
Pg. 17

ZAPPERS
THAT
HISTORY
FORGOT
Pg. 22



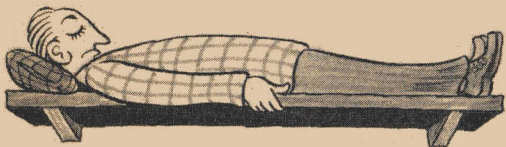
THE
LIGHTER
SIDE OF
GARDENING
Pg. 30

MAD'S
RECESSION
MOTHER
GOOSE
Pg. 38



MUDDLE
ON THE
ORIENT
EXPRESS
Pg. 41

UNDERGOING SHELF-ANALYSIS?



TRAUMATIZE YOURSELF BY
ORDERING ANY OR ALL OF THESE

MAD PAPERBACK BOOKS

ON SALE NOW AT ALL BOOKSTANDS
OR YOURS BY MAIL FOR 95¢ EACH

----- use coupon or duplicate -----

MAD

485 MADison Avenue
New York, N.Y. 10022

PLEASE SEND ME:

- | | |
|--------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> The Bedside MAD | <input type="checkbox"/> DON MARTIN Drops 13 Stories |
| <input type="checkbox"/> Son of MAD | <input type="checkbox"/> DON MARTIN's Captain Klutz |
| <input type="checkbox"/> The Organization MAD | <input type="checkbox"/> DON MARTIN Cooks |
| <input type="checkbox"/> Like MAD | <input type="checkbox"/> DON MARTIN Comes On Strong |
| <input type="checkbox"/> The Ides of MAD | <input type="checkbox"/> DON MARTIN Carries On |
| <input type="checkbox"/> Fighting MAD | <input type="checkbox"/> DON MARTIN Steps Further Out |
| <input type="checkbox"/> The MAD Frontier | <input type="checkbox"/> DAVE BERG Looks at the U.S.A. |
| <input type="checkbox"/> MAD in Orbit | <input type="checkbox"/> DAVE BERG Looks at People |
| <input type="checkbox"/> The Voodoo MAD | <input type="checkbox"/> DAVE BERG Looks at Things |
| <input type="checkbox"/> Greasy MAD Stuff | <input type="checkbox"/> DAVE BERG Modern Thinking |
| <input type="checkbox"/> Three Ring MAD | <input type="checkbox"/> DAVE BERG Our Sick World |
| <input type="checkbox"/> Self-Made MAD | <input type="checkbox"/> DAVE BERG Looks at Living |
| <input type="checkbox"/> The MAD Sampler | <input type="checkbox"/> The All-New SPY vs. SPY |
| <input type="checkbox"/> World, World, etc. MAD | <input type="checkbox"/> SPY vs. SPY Follow Up File |
| <input type="checkbox"/> Raving MAD | <input type="checkbox"/> 3rd MAD Dossier of SPY vs. SPY |
| <input type="checkbox"/> Boiling MAD | <input type="checkbox"/> 4th MAD Classified SPY vs. SPY |
| <input type="checkbox"/> Questionable MAD | <input type="checkbox"/> A MAD Look at Old Movies |
| <input type="checkbox"/> Howling MAD | <input type="checkbox"/> Return of MAD Old Movies |
| <input type="checkbox"/> The Indigestible MAD | <input type="checkbox"/> MAD-Vertising |
| <input type="checkbox"/> Burning MAD | <input type="checkbox"/> A MAD Look at TV |
| <input type="checkbox"/> Good 'n' MAD | <input type="checkbox"/> AL JAFFEE's Snappy Answers |
| <input type="checkbox"/> Hopping MAD | <input type="checkbox"/> AL JAFFEE's MAD Book of Magic |
| <input type="checkbox"/> The Portable MAD | <input type="checkbox"/> More AL JAFFEE Snappy Answers |
| <input type="checkbox"/> MAD Power | <input type="checkbox"/> AL JAFFEE's MAD Monstrosities |
| <input type="checkbox"/> The Dirty Old MAD | <input type="checkbox"/> Aragon's "Viva MAD" |
| <input type="checkbox"/> Polyunsaturated MAD | <input type="checkbox"/> Aragon's MAD about MAD |
| <input type="checkbox"/> The Recycled MAD | <input type="checkbox"/> Aragon's MAD-ly Yours |
| <input type="checkbox"/> The Non-Violent MAD | <input type="checkbox"/> Aragon's In MAD We Trust |
| <input type="checkbox"/> The Rip-Off MAD | <input type="checkbox"/> Aragon's MAD as the Devil |
| <input type="checkbox"/> The Token MAD | <input type="checkbox"/> MAD for Better or Verse |
| <input type="checkbox"/> The Pocket MAD | <input type="checkbox"/> Sing Along With MAD |
| <input type="checkbox"/> The Invisible MAD | <input type="checkbox"/> MAD About Sports |
| <input type="checkbox"/> Dr. Jekyll & Mr. MAD | <input type="checkbox"/> MAD's Talking Stamps |
| <input type="checkbox"/> Steaming MAD | <input type="checkbox"/> MAD Word Power |
| <input type="checkbox"/> DON MARTIN Steps Out | <input type="checkbox"/> The MAD Jumble Book |
| <input type="checkbox"/> DON MARTIN Bounces Back | <input type="checkbox"/> MAD Cradle to Grave Primer |

I ENCLOSE 95¢ FOR EACH
(Minimum Order: 6 Books)

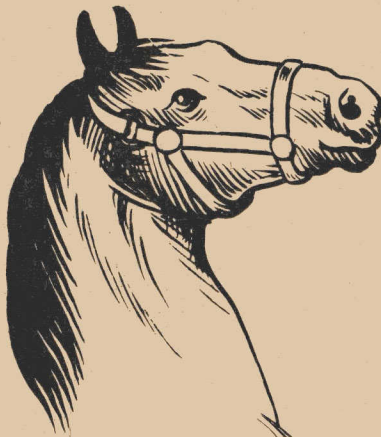
NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

On orders outside U.S.A. be sure to add 10%
extra. Allow at least Eight weeks for delivery.

We're not responsible for cash lost or stolen
in the mails. Check or Money Order preferred!

INSTEAD OF OUR USUAL LETTERS PAGE, WE MAD ARTISTS' RESPONSE TO

DRAW THIS FIGURE



WE'LL EVALUATE YOUR
ARTISTIC TALENT FREE!

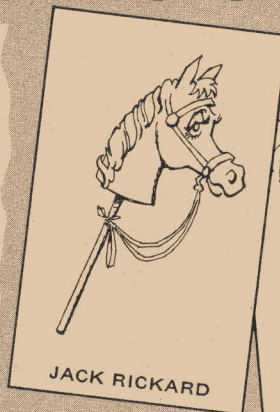
HORSE DRAWERS' ART INSTRUCTION SCHOOL

Penthouse Suite
Odd Fellows Bldg.

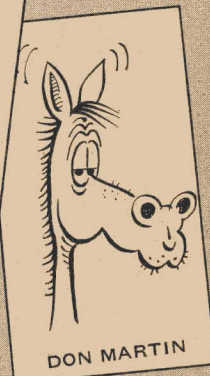
Endless Plains,
Kansas

I enclose my horse. Please evaluate it and
let me know if I have enough talent to be-
come a paying student in your Art School.

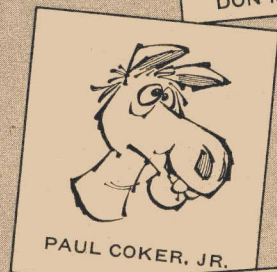
NAME Don Martin
NAME Bob Clarke
NAME Jack Rickard
NAME Paul Coker, Jr.
NAME Al Jaffee
NAME Sergio Aragonés
NAME Angelo Torres
NAME Dave Berg
NAME George Woodbridge
NAME Antonio Prohias
NAME Mort Drucker
NAME Jack Davis
ADDRESS MAD Magazine
CITY New York,
STATE New York 10022



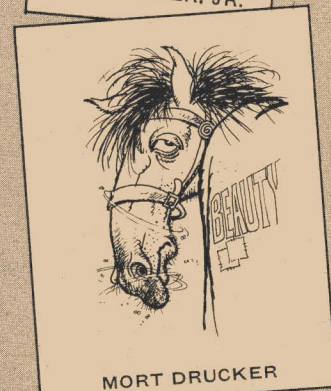
JACK RICKARD



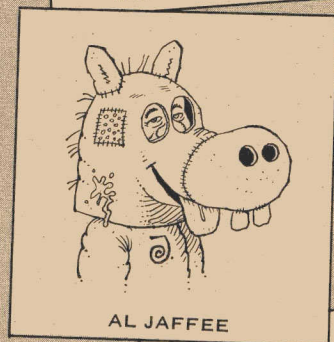
DON MARTIN



PAUL COKER, JR.



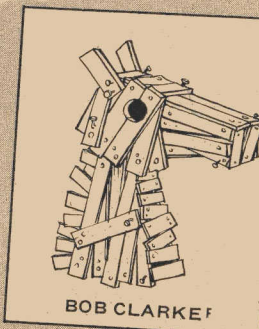
MORT DRUCKER



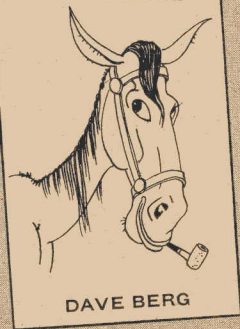
AL JAFFEE



ANTONIO PROHIAS



BOB CLARKE



DAVE BERG

Please address all correspondence about this issue to MAD, Dept.

PRESENT THIS ISSUE
AN ARTICLE



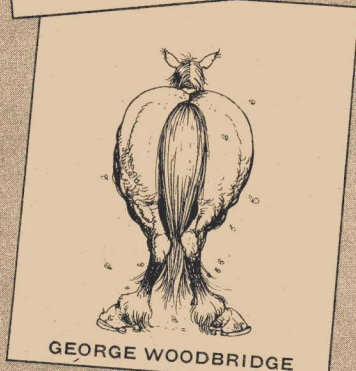
JACK DAVIS



ANGELO TORRES



SERGIO ARAGONES



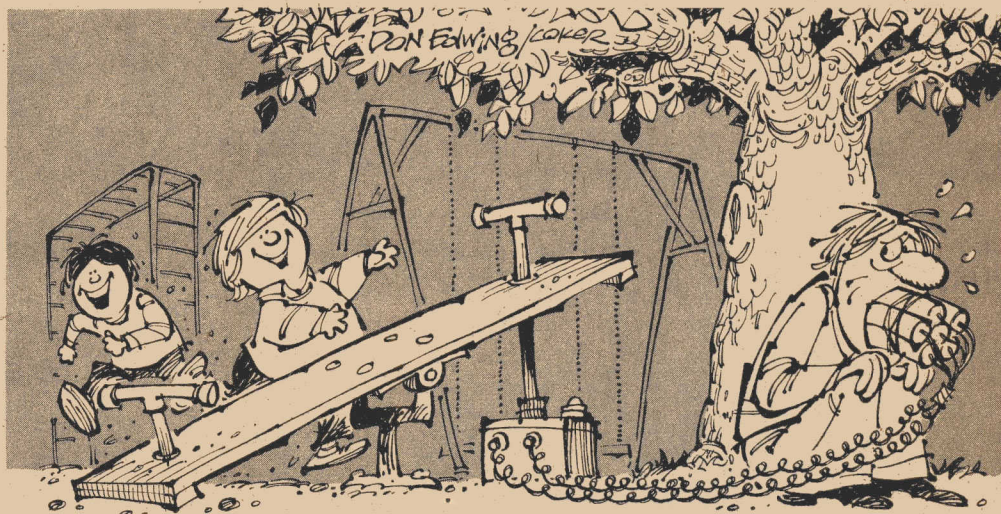
GEORGE WOODBRIDGE

**HORSE DRAWERS'
ART INSTRUCTION SCHOOL**
INTER-OFFICE MEMO

*Sid - We got some "live ones"
here! Not an ounce of
talent in the bunch!
Sign 'em up - quick! Art*

178, 485 MADison Ave., N.Y., N.Y. 10022

WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE
LAST ISSUE AT THE NEWSSTAND?

SUBSCRIBE TO

MAD

AND HAVE IT MAILED TO YOUR HOME!

-----use coupon or duplicate-----

M A D
485 MADison Avenue
New York, N.Y. 10022

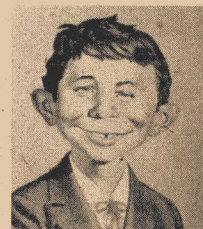
I enclose \$10.00*. Enter my name on
your subscription list, and mail me
the next 20 issues of MAD Magazine.

NAME _____
ADDRESS _____
CITY _____
STATE _____
ZIP CODE _____

*In Canada, \$10.00 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside the U.S.A. and Canada, \$12.50, payable by International Money Order or Check drawn on a USA Bank. Allow 10 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so CHECK OR MONEY ORDER IS PREFERRED!

MONEY BACK OFFER

Yep, here we go again with another of these ineffective offers of full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid, suitable for framing, or wrapping fish, or training puppies, or lining bird cages. So if you'd like to help us get the money back that we invested in overprinting these bombs, order yours today. Send 35¢ for 1, 75¢ for 3, \$1.55 for 9, \$3.15 for 27 or \$6.35 for 81 to: MAD, 485 MADison Avenue, New York, N.Y. 10022

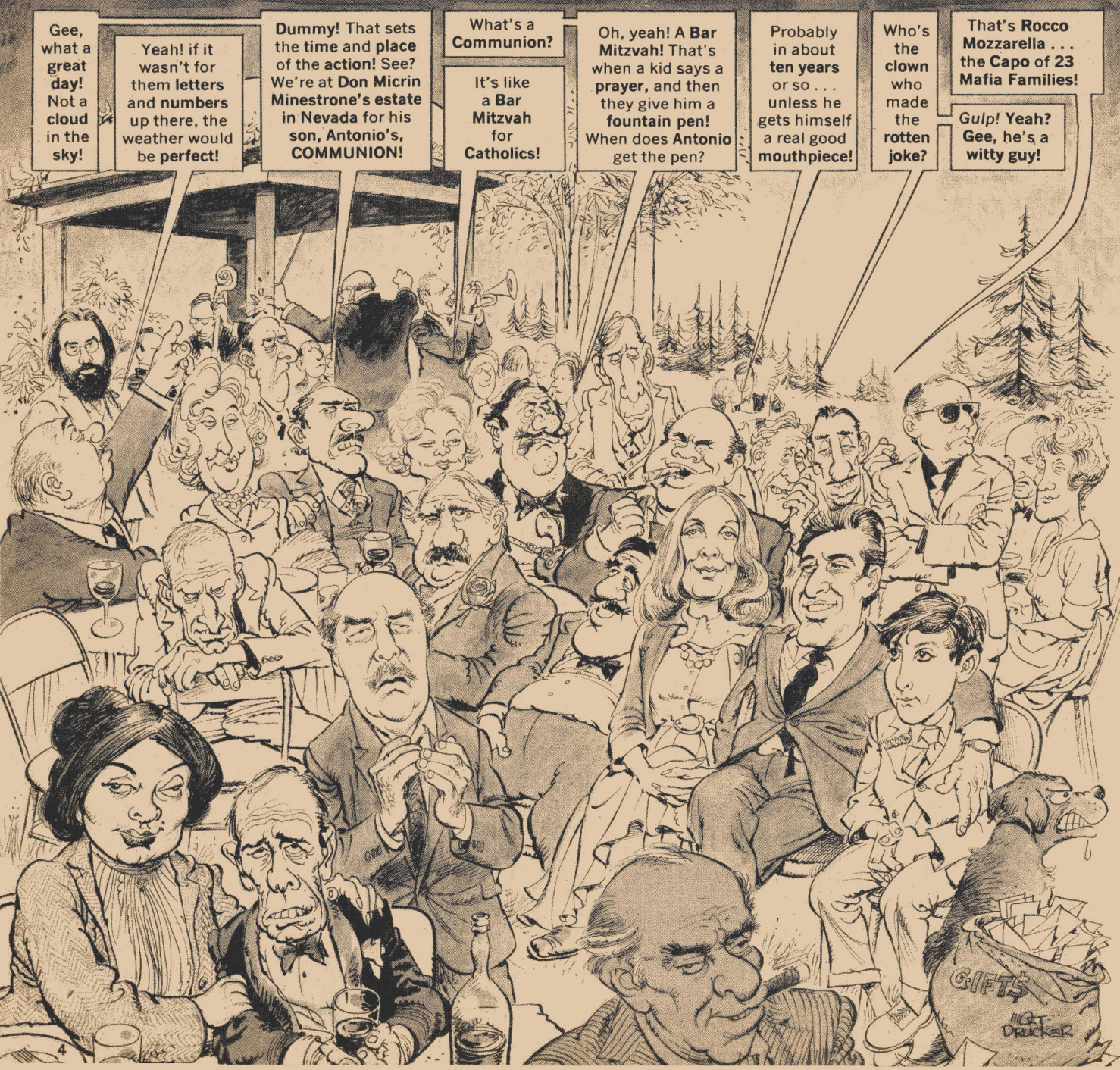


"FAMILY" REUNION DEPT.

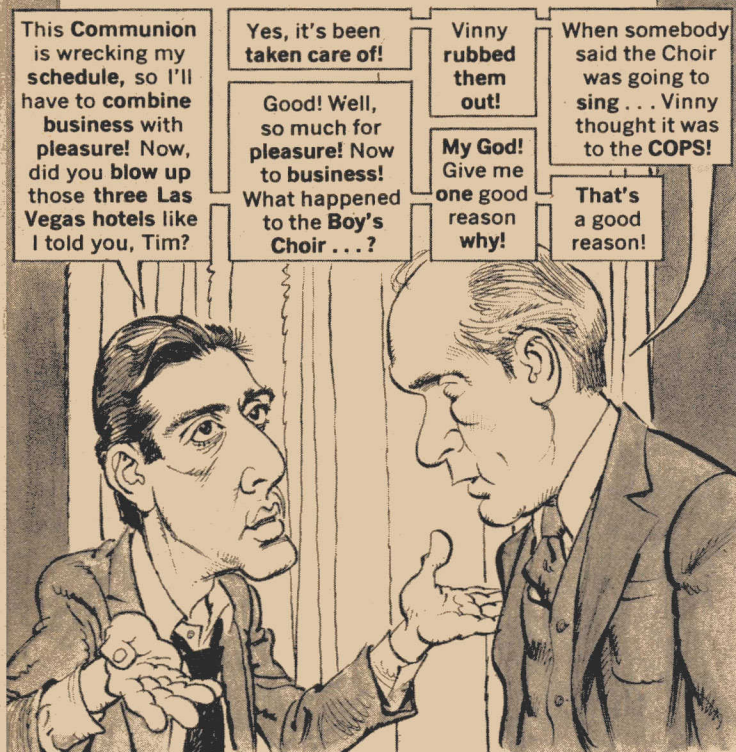
When last we saw the beloved Minestrone Family three years (and a couple of hundred bodies, and several Academy Awards, and \$100 million in box office grosses) ago, God had made VINO, the original Odd Father, an offer he couldn't refuse and called him to that "Great Pizzeria In The Sky," and Micrin, VINO's youngest son, had taken over. We pick up the action again with Micrin Minestrone as Head of the Family and determined to prove that *he* can play...

THE O PA

LAKE TAHOE, 1958

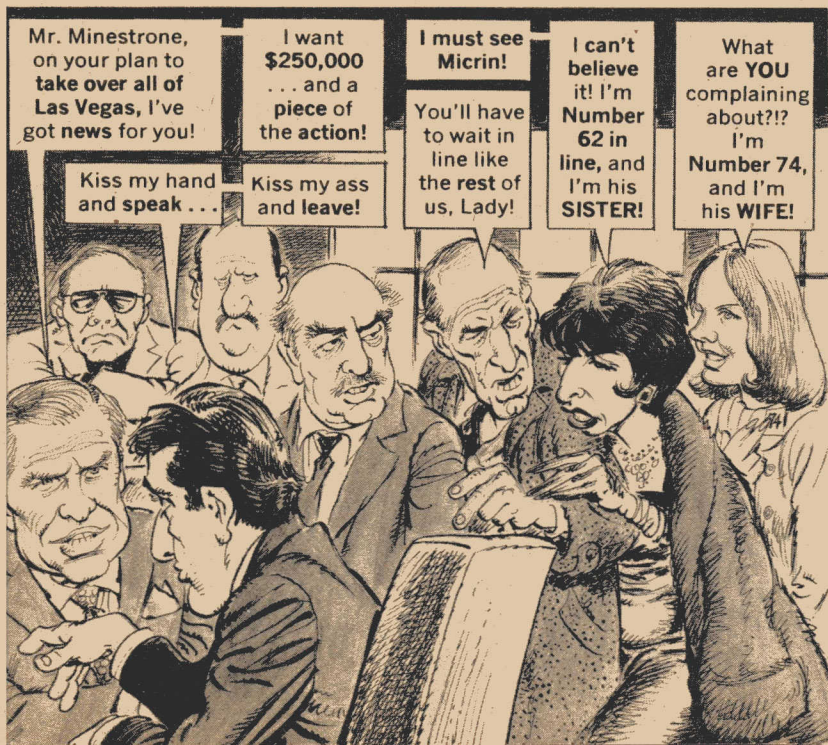


OLD FATHER RT, TOO!



ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL



Some family I got!
My Sister, Canny,
wants to marry a
bum... and my
Brother, Freako,
is married to
a tramp!!

Don't say
that about
my wife,
Micrin!
It's not
fair!

Come on,
Freako! She
treats you
like a dog!

That's a
dirty lie!!

Freako, have
you seen today's
newspaper...?

I'll go and
fetch it for
you, Honey!

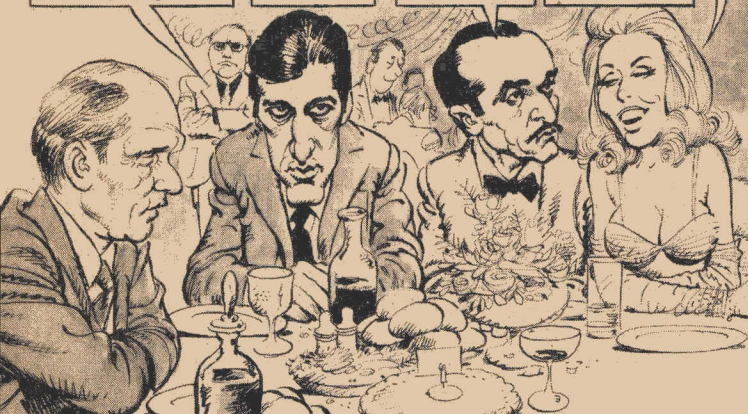
Isn't that
disgusting!?!
A marriage
should be
based on
mutual love
and respect!

Then how come I'm Number
74 in line to see you?

I'll make it up to you, Fay!
Tomorrow is our Wedding
Anniversary, and I've
got a surprise for you!

Oh, what is it,
Micrin? Tell me!
I can't wait!!

I'm moving
you up to
Number 38!



What's
happening to
us?! We're
drifting
apart! You
have to get
out of the
rackets and
go straight!

Supposing
I don't
want to!
Supposing
I'm happy
exactly
the way
I am!

I want a
Husband I
can look
up to!

Supposing
I wear
platform
heels!



Don't they
make a real
nice couple
... dancing
cheek to
cheek...?

It's
more like
cheek
to
neck!

This is all very
nice, but shouldn't
we be getting on
with the action?!?

KILL...! KILL...!

Who's that?
A Button
Man who
wants to
kill some
poor soul?

No... the
Screen-
Writer who
wants to
kill some
more time!

Okay... let's
flash back to
when Vito, the
original Odd
Father, was only
nine years old!



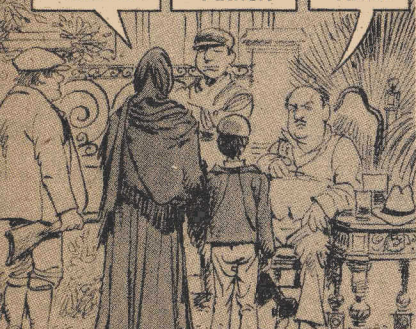
SICILY, 1901

Don
Choochoo,
esteemed
Mafioso,
I would
like you
to meet
my Son,
Vino...

Such a
handsome
boy!
Soon he
will look
just like
his
Father!

But his
Father
is dead!

That's
what I
meant!!
KILL
HIM!!



Please, Don Choochoo! You
killed my Husband and other
Son! Vito is all I have! He
will never try to avenge
those killings! I swear it!
He's an innocent little boy!
Vino! Show Don Choochoo how
sweet you are! Recite the
poem you learned in your
Sicilian Grammar School...

Simple Simon
met a Pieman
going to the
fair,
Said Simple Simon
to the Pieman,
"Let me taste
your ware?"

Aw! Isn't he cute!

Said the Pieman
to Simple Simon
"Show me first
your penny!"
Said Simple Simon
to the Pieman,
"Indeed I haven't any!"

That's just adorable!
Okay, let the boy go!

Then Simple Simon
made the Pieman
an offer he
couldn't
refuse!

KILL
that kid!
KILL
HIM!!



ELLIS ISLAND, NEW YORK, 1901

Run, Vino! **RUN!** Run away from Sicily . . . and all this **PETTY VICE** and **SMALL-TIME KILLINGS**!!

Go to America, the land of opportunity—the land of **IMPORTANT VICE** and **BIG-TIME KILLINGS**!!



C'mon! Step lively, you wretched refuse from a teeming shore!

They sure make you feel wanted here in the U.S.A.!

I can't believe that I'm in America! I just can't believe it!

HELP!! Somebody stole my wallet!!

Now, I believe it!

Okay, who are you . . . ?

I'm one of the huddled masses . . . yearning to breathe free!

Yeah?!? Wait until you get a whiff of those New York tenements!



LAKE TAHOE, 1958

I plan to be a teacher here in the New World!

I want to make this country a much cleaner place to live in!

That's sweet! And how do you plan to do that, little boy . . . ?

By controlling all the garbage collection on the Whole East Coast! Or . . .

Or what? Or ELSE?

I plan to be a great scientist!



Micrin, you don't love me anymore! You're so wrapped up in your rackets and killing, you don't even remember what **SEX** is! I'll bet you don't even know how our kids were born!

Oh, Micrin, you're so silly! Come to bed!

I can't stand it here in Nevada! I miss New York!

Are you kidding?! All that water . . . the trees . . . the birds! It's no where LIKE New York!!

Of course I do! You kissed my hand . . . and then, nine months later . . . there they were!!

Not tonight! I have a headache!

This place is like New York!



NEW YORK CITY, 1917

You're a nice boy, Vino, and I love you like my own Son! Remember . . . you have a job here as long as I live!!

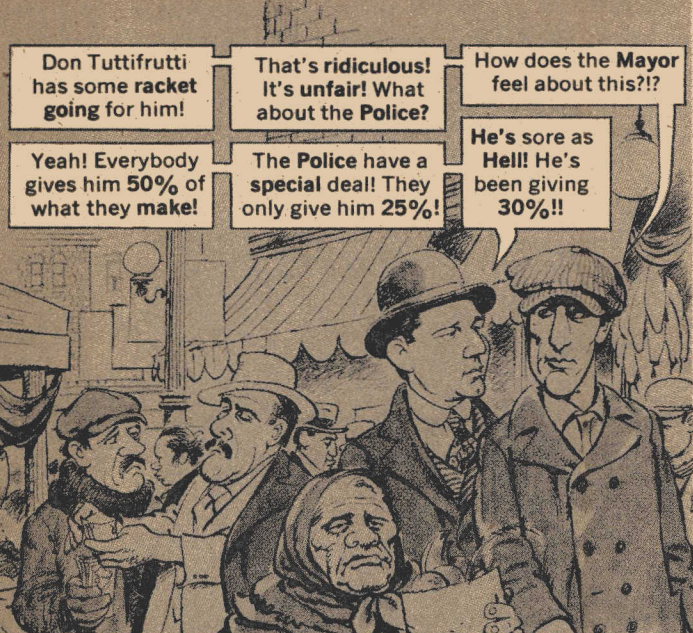
Okay, Vino—you're fired!

Look at it this way! If I don't do what he says, how much money can you make in the next seven seconds?!?

I am Don Tuttifrutti, the Number One Mafioso of Mulberry Street! I want you to give my Nephew, here, a **JOB**!!

But you said I have a job here as long as you live!





Don Tuttifrutti has some racket going for him!

That's ridiculous! It's unfair! What about the Police?

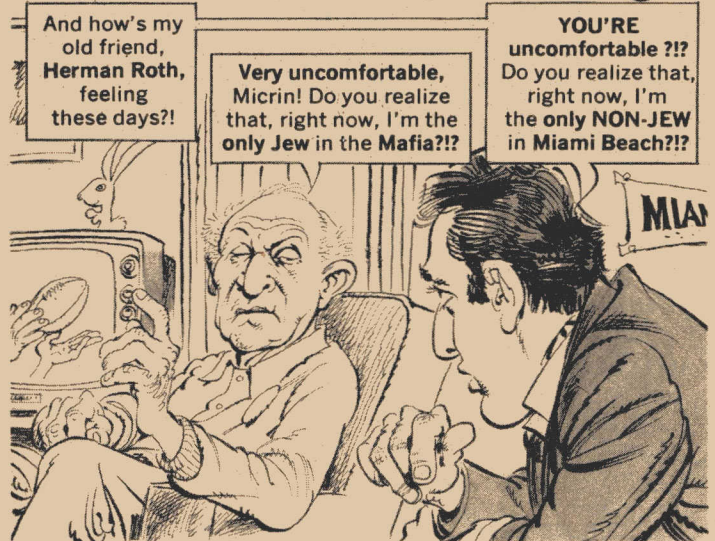
How does the Mayor feel about this?!!

Yeah! Everybody gives him 50% of what they make!

The Police have a special deal! They only give him 25%!

He's sore as Hell! He's been giving 30%!!

MIAMI BEACH, 1958

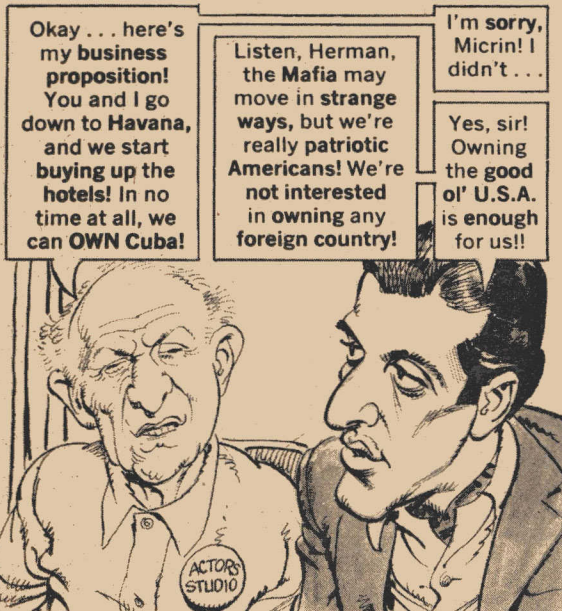


And how's my old friend, Herman Roth, feeling these days?!

Very uncomfortable, Micrin! Do you realize that, right now, I'm the only Jew in the Mafia?!!

YOU'RE uncomfortable ??? Do you realize that, right now, I'm the only NON-JEW in Miami Beach?!!

HAVANA, CUBA, 1958



Okay... here's my business proposition! You and I go down to Havana, and we start buying up the hotels! In no time at all, we can OWN Cuba!

Listen, Herman, the Mafia may move in strange ways, but we're really patriotic Americans! We're not interested in owning any foreign country!

I'm sorry, Micrin! I didn't...

Yes, sir! Owning the good ol' U.S.A. is enough for us!!



Batista is very friendly to American Business! If we close this hotel deal, we're MADE!

As the President of Cuba, I welcome all you important Industrialists! Please state your company affiliation!

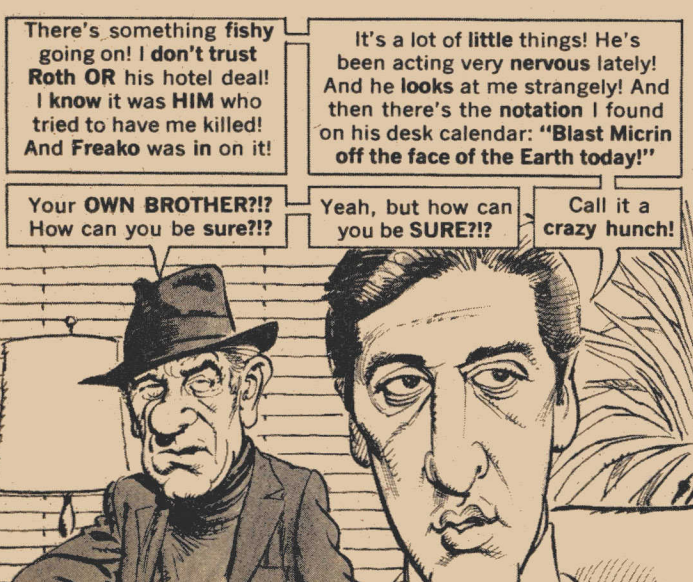
I'm with General Motors!

I'm with United Airlines!

Mmm! I love the sound of those names!

I'm with Castro Convertibles!

YOU, get out!



There's something fishy going on! I don't trust Roth OR his hotel deal! I know it was HIM who tried to have me killed! And Freako was in on it!

It's a lot of little things! He's been acting very nervous lately! And he looks at me strangely! And then there's the notation I found on his desk calendar: "Blast Micrin off the face of the Earth today!"

Your OWN BROTHER?!! How can you be sure?!!

Yeah, but how can you be SURE?!!

Call it a crazy hunch!



HAPPY NEW YEAR!

LONG LIVE CUBA!

Freako, you fink! You'll pay for what you did!

Look! It's the "Kiss of Death!"

You're telling me! He kissed me, too! That GARLIC! Phew! I thought that I would DIE!

LAKE TAHOE, 1959

Well, there goes Freako! And there goes the hotel deal!

Hey, everybody! I think this is turning into a Surprise Party!

Oh, yeah? What's the surprise?

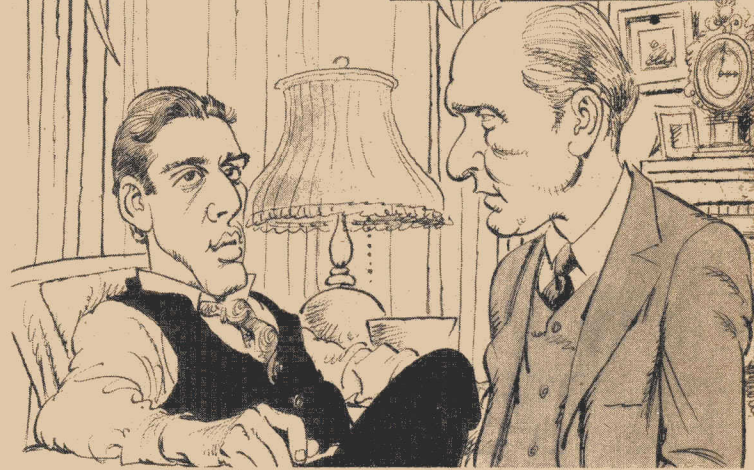
SURPRISE!!

And there goes the country!

It's great being home, Tim! But I missed being here for the Holidays! So give me a run-down! What did you get my Son, Antonio, as a Christmas present from me?

Detroit!

Kids nowadays are spoiled rotten! When I was a kid, the most my Father ever got me was Staten Island!



WASHINGTON, D.C. 1959

Micrin, things are piling up! You got scores to settle with Herman Roth and Freako . . . and now a Senate Investigating Committee wants you to appear before them in Washington!

A Senate Committee? Uh-oh!! That could mean the end of our whole operation! By the way, who owns Washington?

Your daughter, Maria! You got it for her last Christmas!

I think we got a fighting chance!

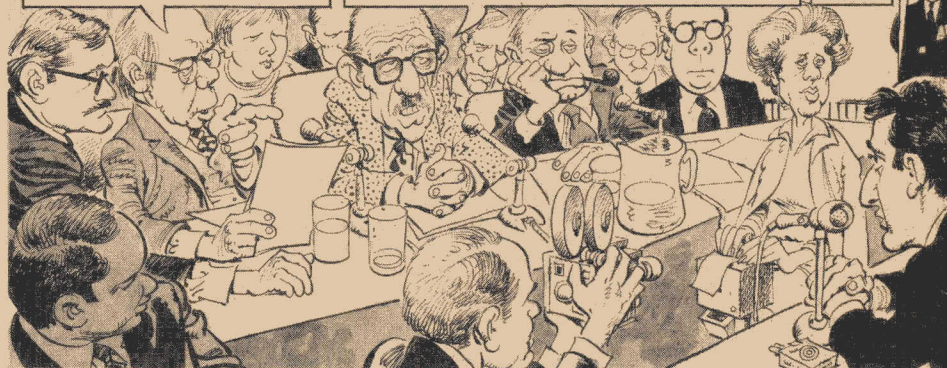
Mr. Minestrone, you have been called before this Senate Committee because we are determined to wipe out the cancer that is threatening to destroy America in the '50's! State your name and line of work . . . and no lying!

I am Micrin Minestrone! I am the Capo of Capos in the Mafia! I control all prostitution, gambling and narcotics in this country. I deal in extortion, blackmail and murder! And I won't stop until the whole world is mine!

Mr. Minestrone, stop stalling! Are you now, or have you ever been a Communist?

No . . . I swear it!

Thank you, and God bless you!



NEW YORK CITY, 1917

What is the meaning of today's Religious Festival, Papa?

We are grateful that we Italians have lived through the past year, and we are asking the Almighty to please let us all live through the coming year!

And do you think that the Almighty . . . Don Tuttifrutti . . . WILL let us all live through the coming year, Papa?

Yes, if we give him a little respect, a little devotion, and a lot of payola!

Bless you, Don Tuttifrutti . . . forever and ever . . . Amen!

Hail, Don Tuttifrutti, our Beloved Savior!

Hey! How come Vino Minestrone is the only one around here who doesn't respect me? How come he doesn't offer prayers to me like the others?

But I heard him offer you a prayer a while ago!

Yeah? Well, you tell him that, "Don Tuttifrutti, you're some cutie!" is just not good enough!



Vino Minestrone! What are you doing at my apartment?!?

What are you gonna do...?

Don Tuttifrutti, you've been shaking down the pushcart peddlers, and stealing from everyone on Mulberry Street long enough... and I hereby make a **vow!** From this moment on... there will be **no more crime in the streets!!**

Kill you here in the house!



LAKE TAHOE, 1959

So you finally show up around here, Freako, my dirty rotten double-crossing Brother...!

I'm such a **weakling!** All my life, I do the **wrong things** and say the **wrong things!** Can't you **forgive me** for one little mistake, Micrin?

For shooting at me in my bedroom...?

No, for missing!

Whoops! I did it again!

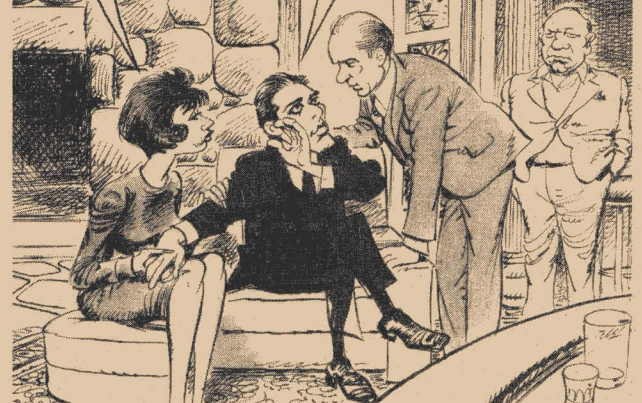


Micrin, I beg of you! Please don't kill Freako! Please don't kill your own Brother!

Canny, you know how devoted I am to our family! Do you think I would ever kill Freako while Mama's alive?

Oh... thank you, Micrin! Thank you!

Tim, put out a contract on Mama!



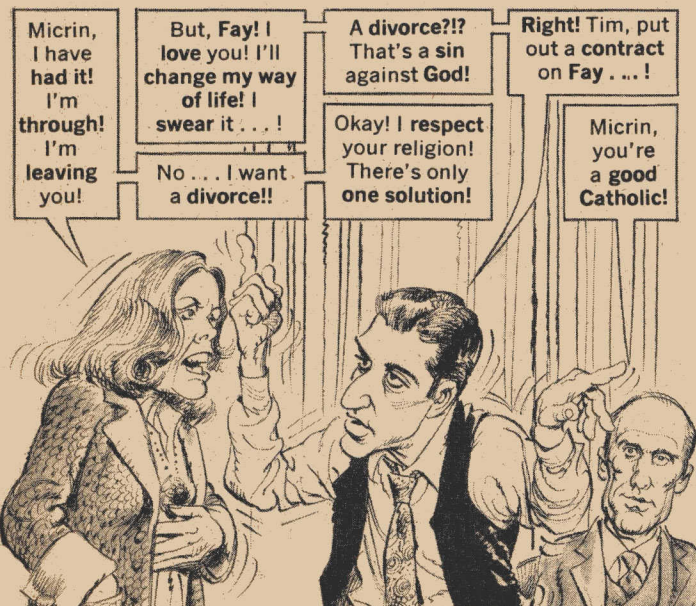
NEW YORK CITY, 1925

Vino, things have changed around here since you got rid of that ugly, vicious Mafioso killer, Don Tuttifrutti!

Yeah... and replaced him with a gentle good-looking Mafioso killer, mainly ME!!

You got **everything** you could want! And all of your enemies are gone!

All except one... and I'm gonna take care of HIM right now...!





SICILY, 1925

Remember me, Don Choochoo?

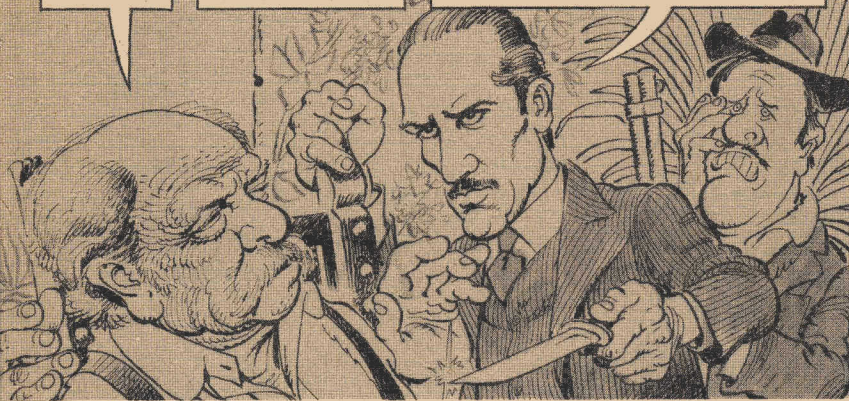
Try! Think back twenty-four years! A Mother ... and a little boy ...

Please! I'm just a tired old man!

Please! Leave me alone! I'm very old and very tired!

Let me refresh your memory ...

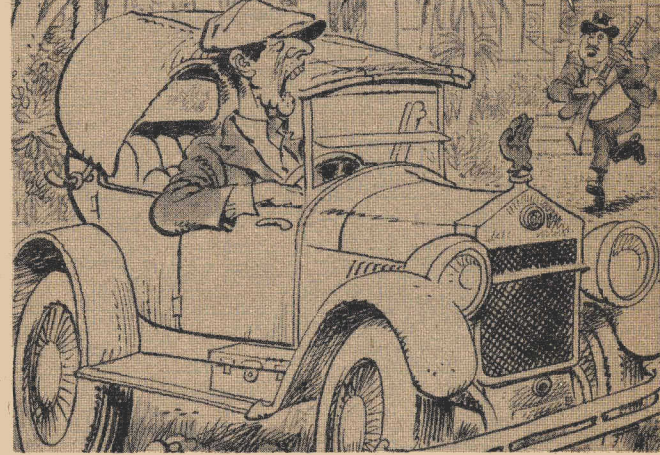
Simple Simon met a Píman going to the fair,
Said Simple Simon to the Píman,
"Let me taste your ware?"
Said the Píman to Simple Simon,
"Show me first your penny ..."



Yecch! It was horrible! What a terrible way for an old man to die!

Stabbed in the gut with a knife?

No ... bored to death by a dumb Nursery Rhyme!!



LAKE TAHOE, 1959

Well ... all of my enemies are gone now!

All of MY enemies are gone now, too!

POP!! What are you doing in MY decade?

Mama mia! With all the crazy switching back and forth in this picture, I KNEW this would happen!

It's a miracle!

You're not kidding! My own Son is older than me!



Well, Pop! They made a lot of money on these two "Odd Father" movies! But I'm retiring now, so I guess it's all over!

It's too bad, too! We still got 16 years of blood and gore between NOW and 1975! It would be nice if we could squeeze out one more picture ...!

It sure would! But who could possibly be The Odd Father Number III!?!?

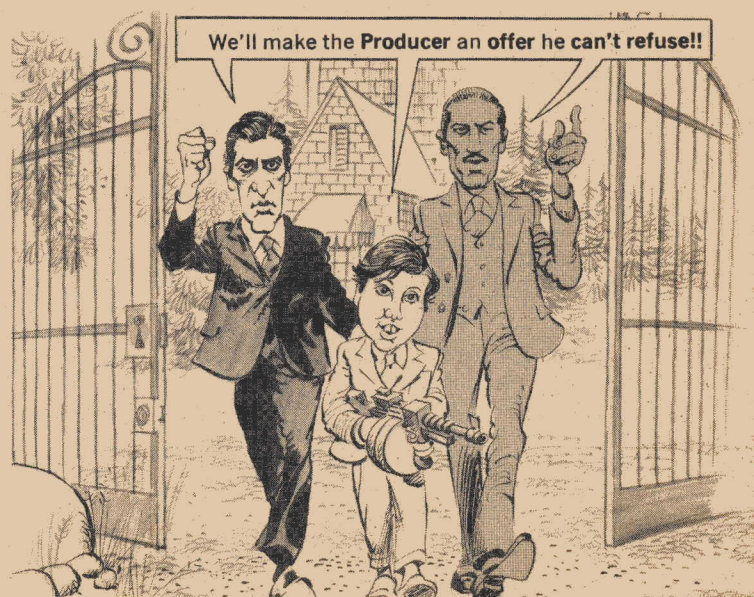


Hi, Pop! Hello, Grandpa!

DON ANTONIO!!

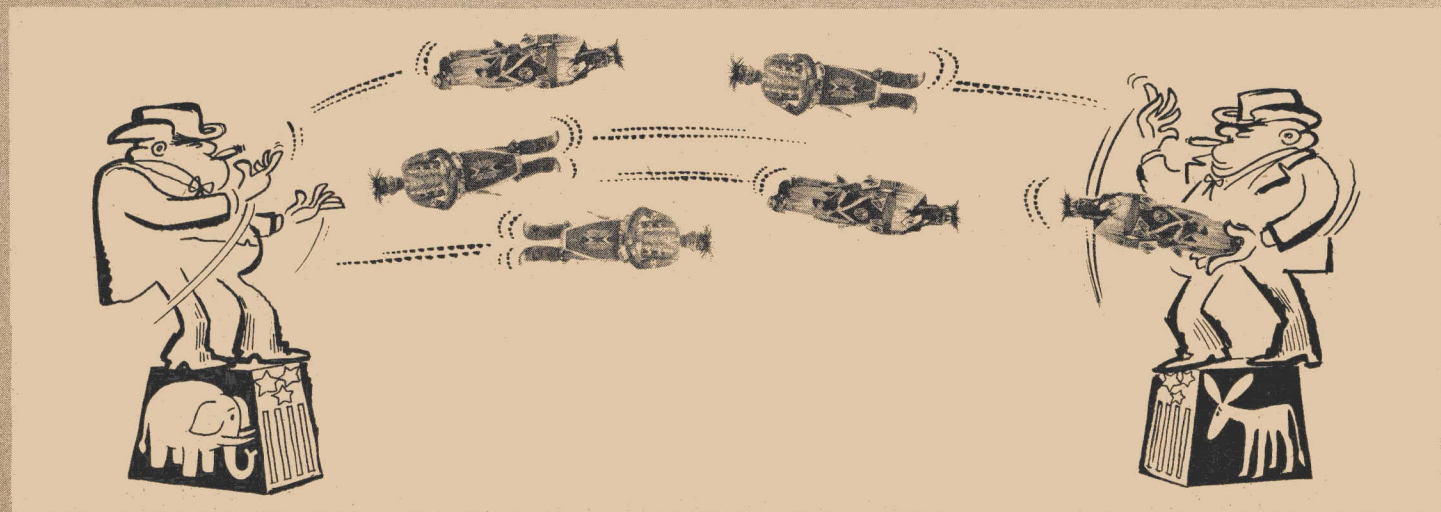
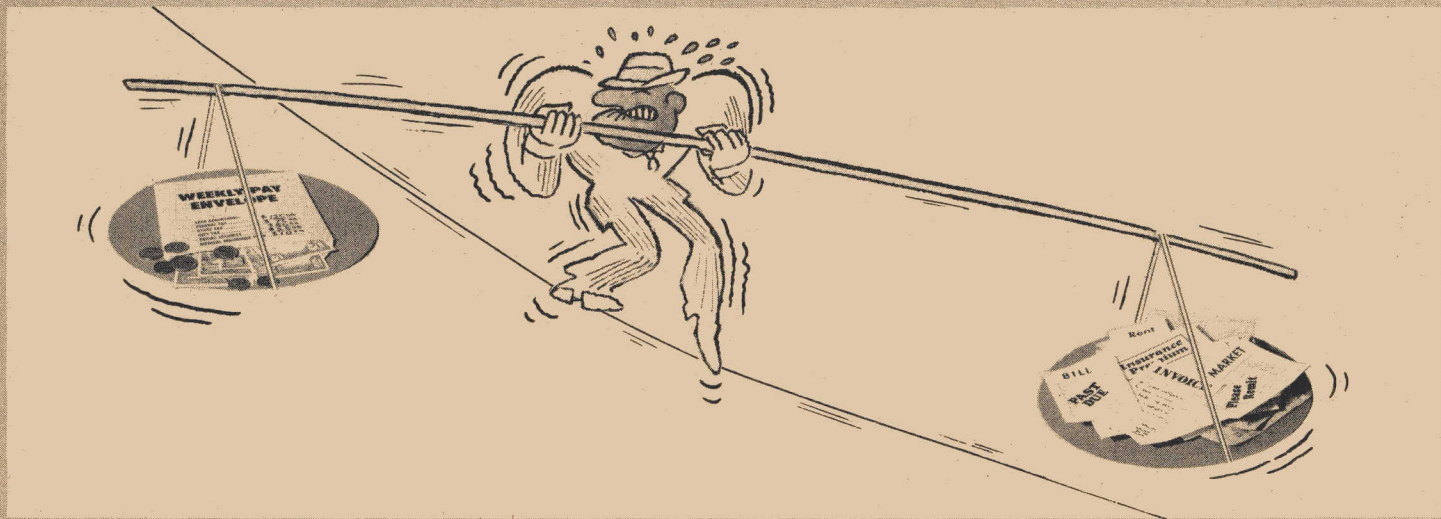


We'll make the Producer an offer he can't refuse!!



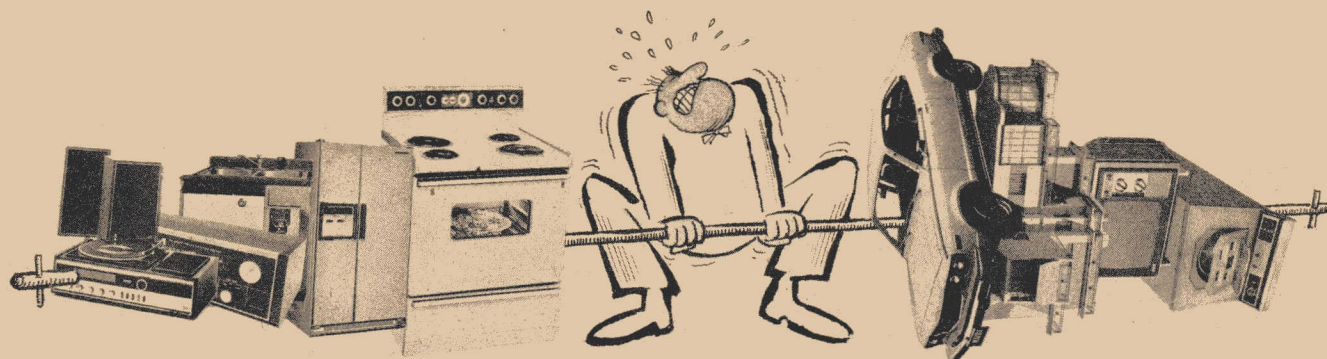
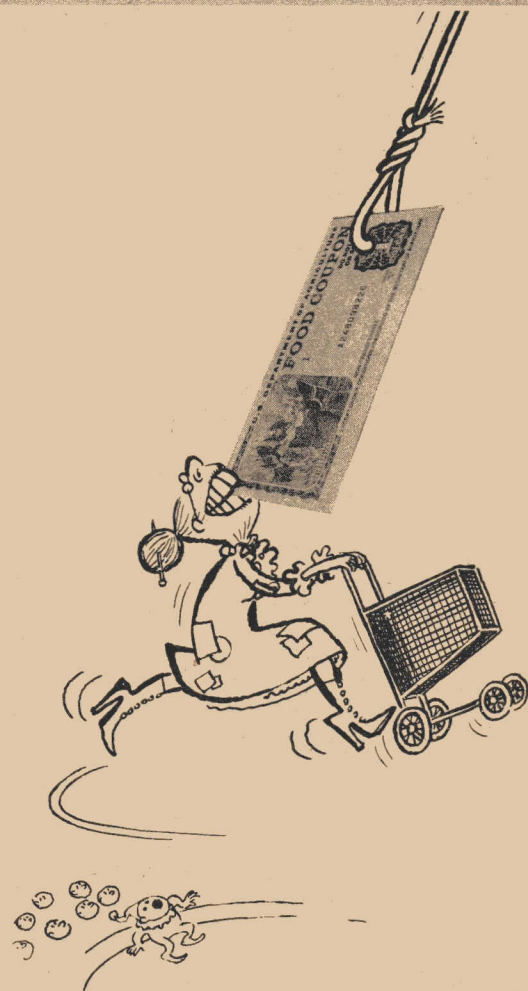
ACTS TO GRIND DEPT.

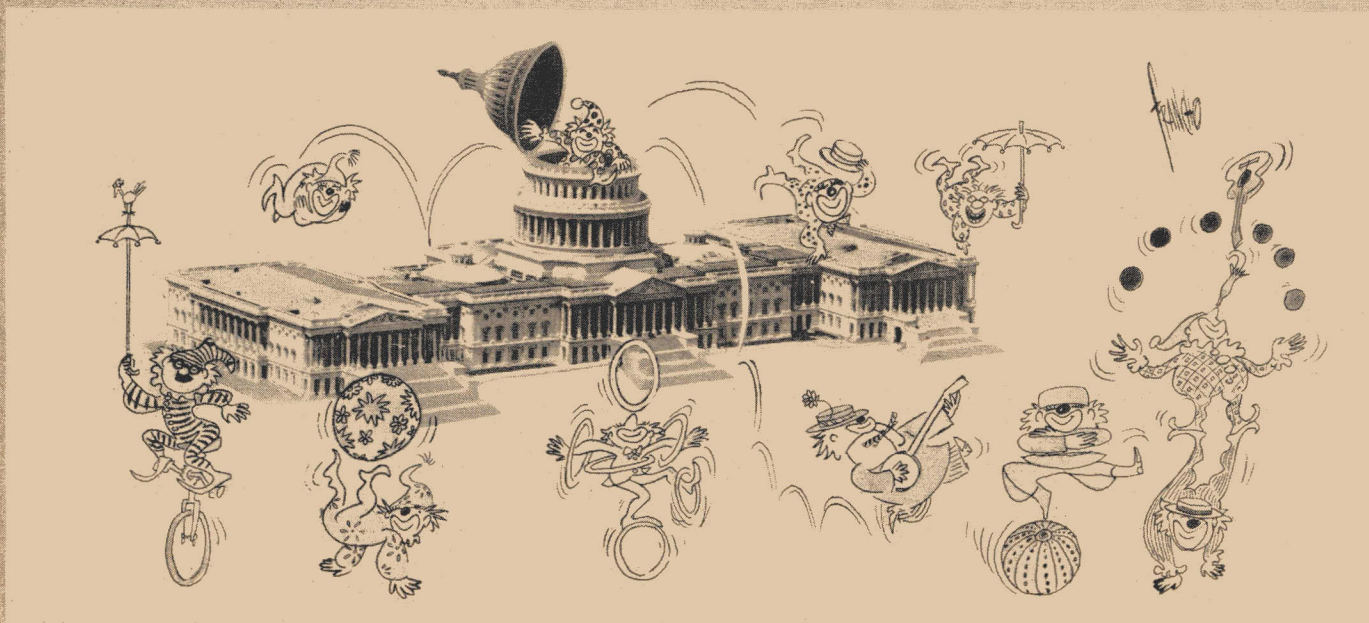
T H E M A



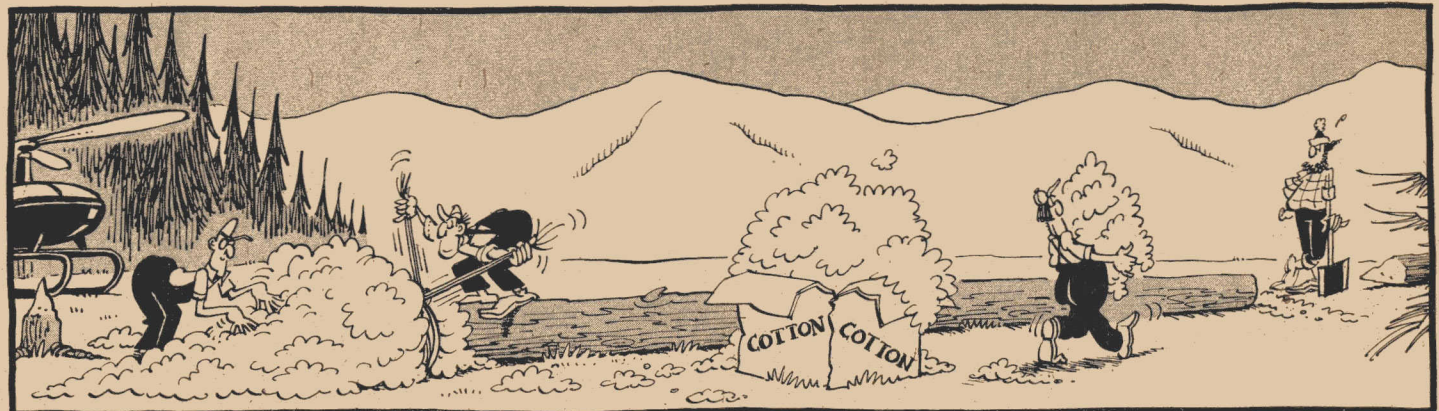
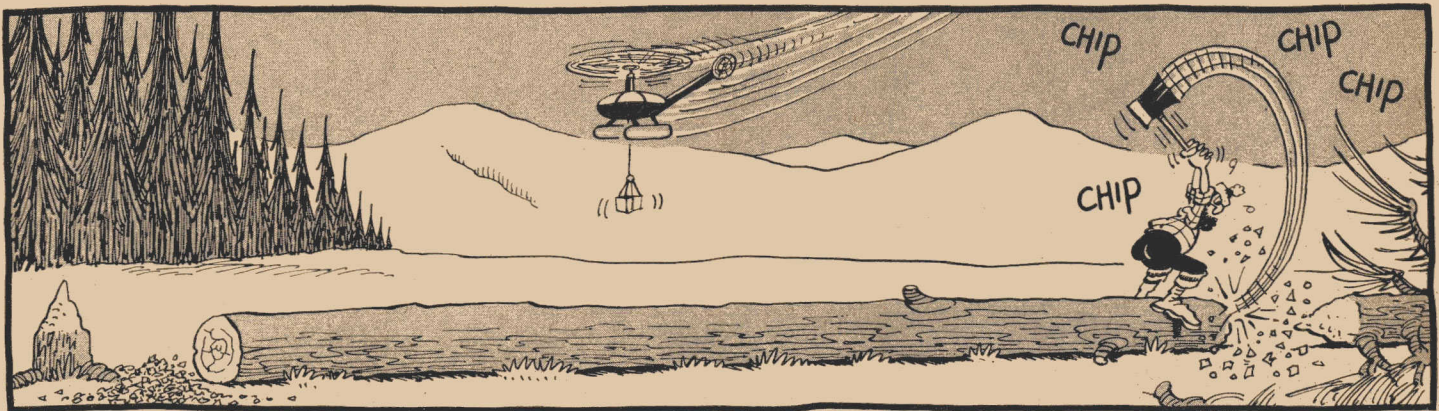
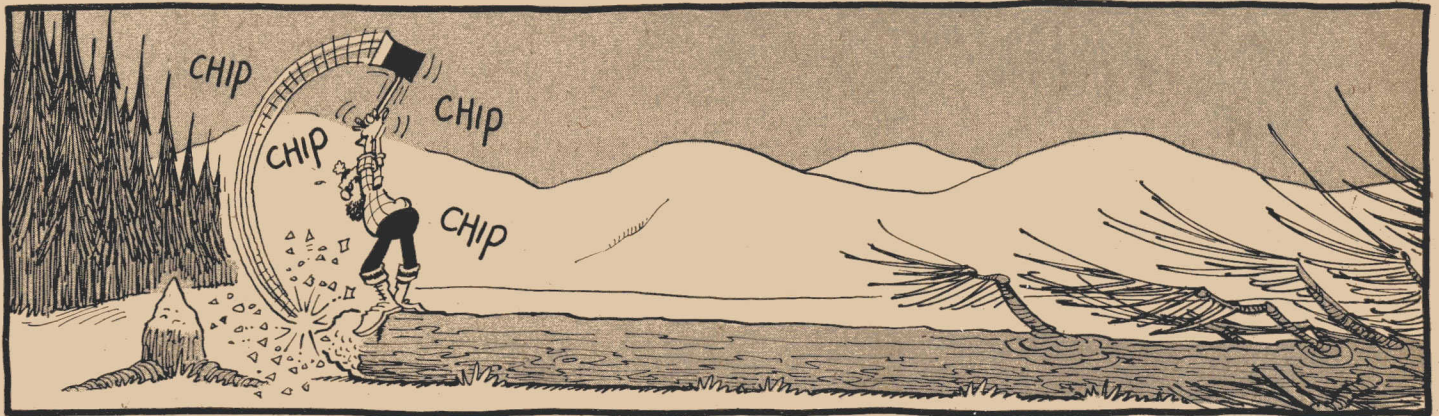
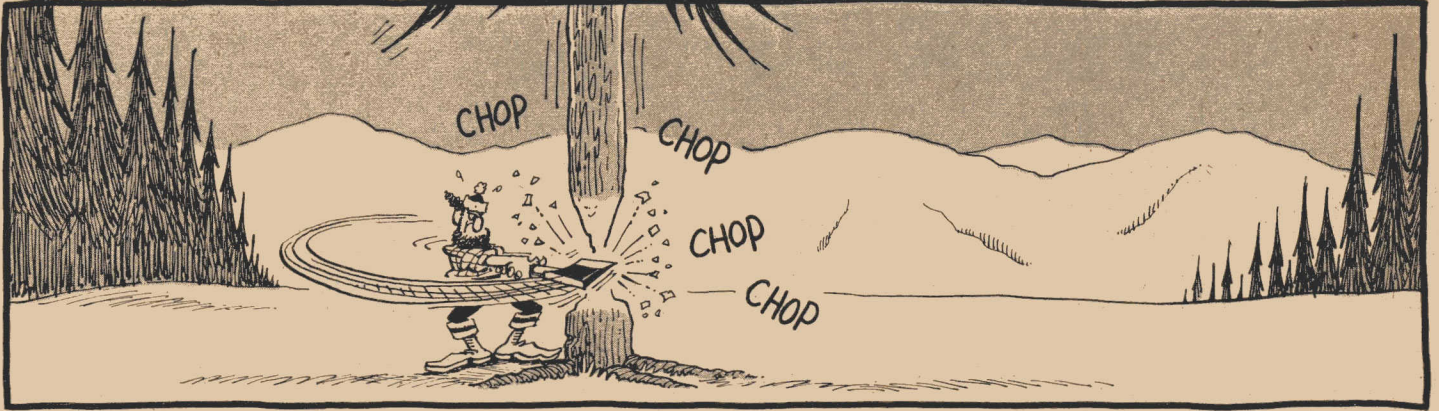
DIRECTS

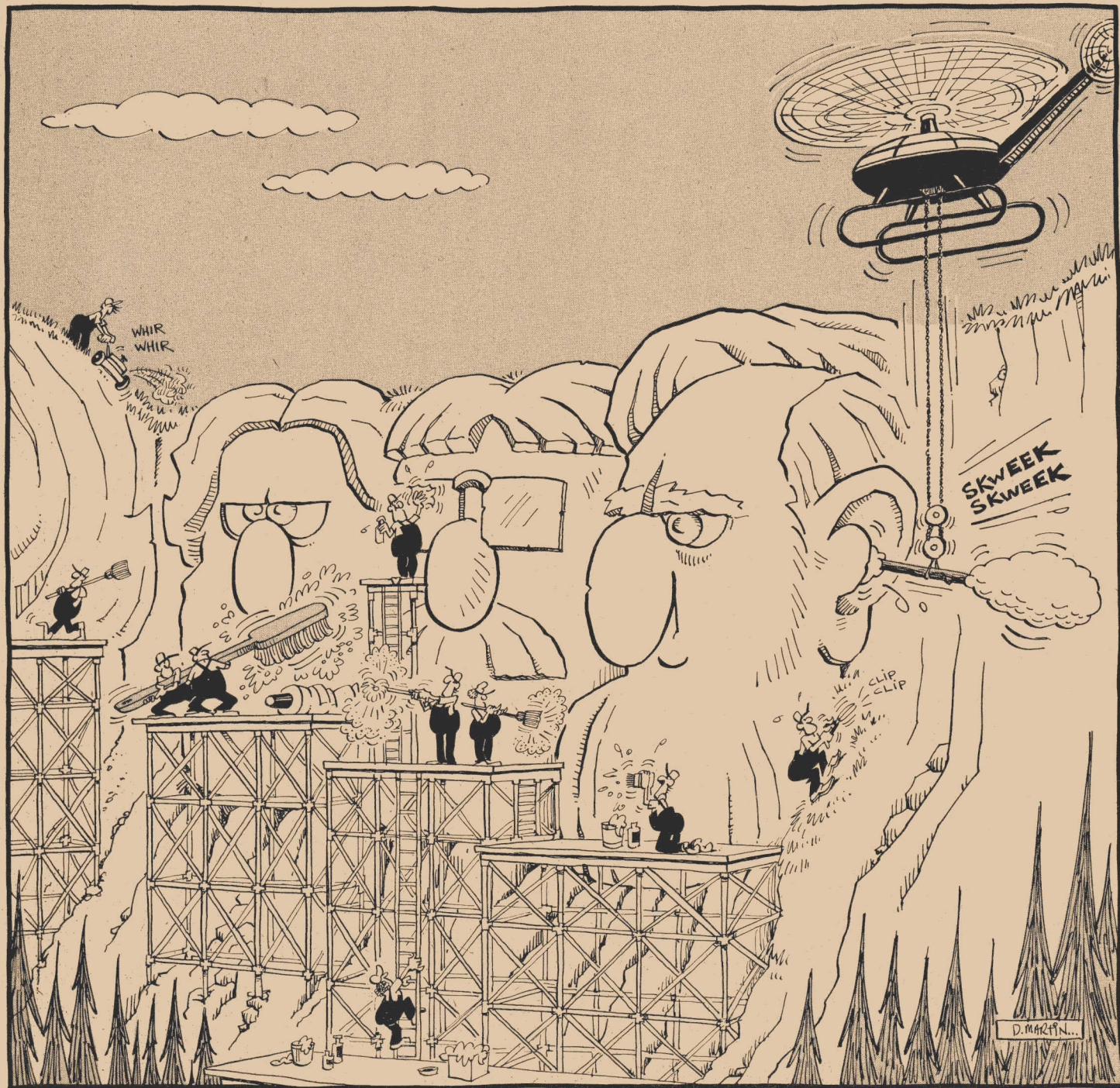
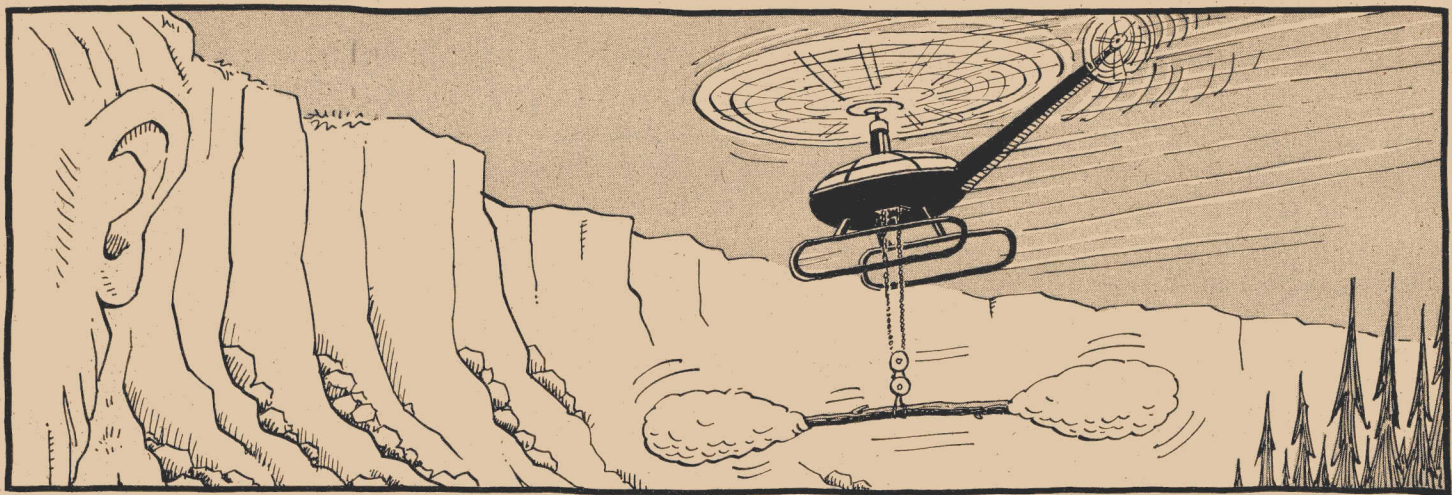
ARTIST & WRITER: ARNOLDO FRANCHIONI





ONE DAY IN SOUTH DAKOTA



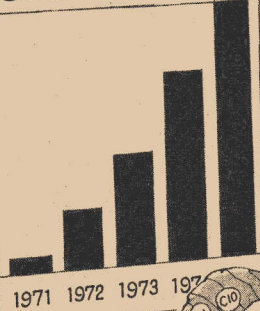


These days, our country is going through a very rough period. And no one seems to understand how . . . or why. But there are many Economists who offer solutions. Since you'll never read your Economics textbooks, we thought we'd give you a "cram course" in Economics. We call it a "cram course," because after you read it, you'll know one thing . . . just where to cram those Economists' solutions!

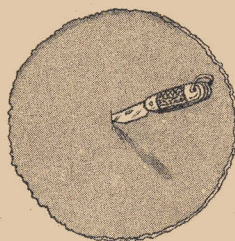
THE MAD ECONOMICS PRIMER

BUREAU
OF
VITAL
STATISTICS

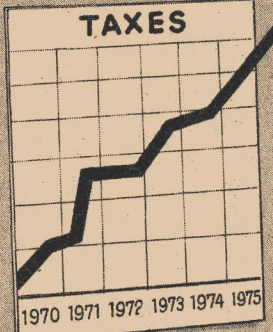
UNEMPLOYMENT



INFLATION



TAXES



ILLUSTRATED BY AL JAFFEE

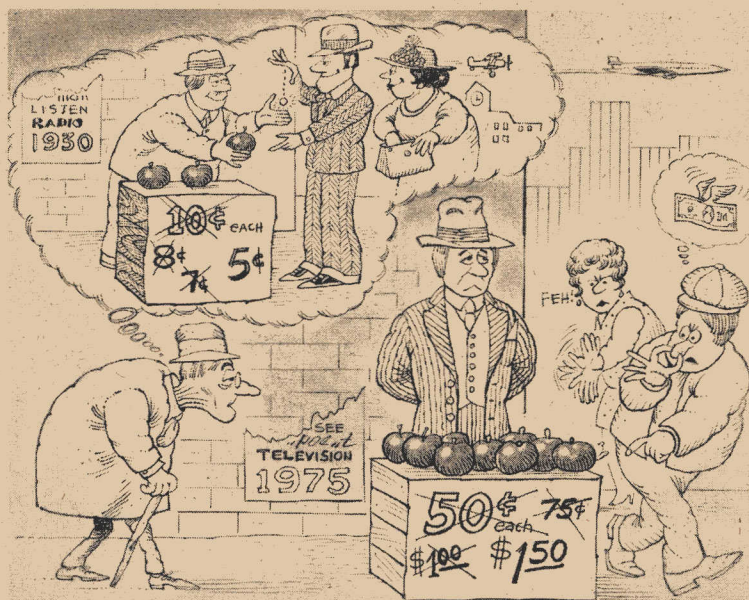
WRITTEN BY STAN HART

See the funky people wearing funky clothes.
See the old movies they're going to.
America is on a "Nostalgia" kick.
Everyone wants to turn back the clock
To the "Good Old Days."

In the area of ECONOMICS,
The clock has already been turned back
To the 1930's.

And if you believe
Those old days were good—
You also believe that whales can tap dance!

But our Economic Situation today
Isn't exactly like it was back then.
Back then we had unemployment
And the price of everything was down.
Today, we have unemployment
And the price of everything is up.
Hey! Maybe those *were* the "Good Old Days"!
(Do a Soft Shoe, Moby Dick!)



We have always been told
That America is the Land of Plenty.
And it's true.

Today, there's plenty of unemployment
And plenty of businesses going broke
And plenty of frightened people.
What America needs now is
Strong leadership in Washington
With plenty of good ideas.
Oops! America just ran out of plenty.

See the confused man.
He is wondering how it all happened.
Last year, everything was "Whoopie!"
Now things are all "Icch, ptooeey!"
Why?
Well, remember Vietnam?
We spent 250 billion dollars there
Just to keep our friend, President Thieu in office,
And thereby make sure that
Corruption would not vanish from Southeast Asia.
Icch, Thieu—y!!

Then we made a deal with our friends,
The Russians,
We sold them wheat at bargain prices,
In the middle of a wheat shortage,
And domestic food prices took off
Like a Sputnik.
Isn't that a funny way to fight Communism?

Then our pals in Saudi Arabia, Iran and Venezuela
Quadrupled the price of oil
And millions of Americans
Were thrown out of work.
Isn't it nice that our Government
Works so hard to keep such good friends abroad
While losing them at home?



See the lady shopping for food.
 See how she holds on to her shopping cart.
 Why does she hold on to it so tight?
 Is she afraid someone might steal it?
 No, she needs it for support.
 Because when she sees the prices
 She might faint!
 See her run to the "Express Checkout."
 Why is she going there?
 So she can get out of the store fast
 Before the prices change again.

A few years ago, you could feed
 A family of four for \$25 a week.
 You still can!
 If you're a family of Munchkins.
 With the price of food so high,
 You have to be affluent
 To even afford malnutrition.

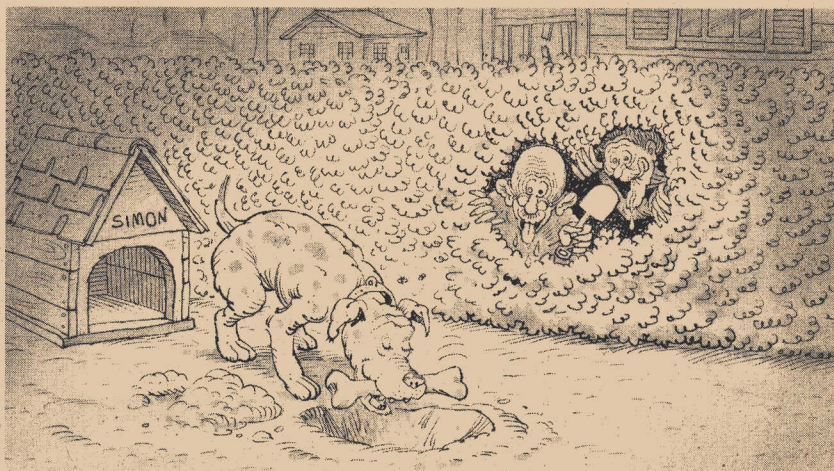


See the farmer deep in thought.
 Is he trying to figure out
 What to plant where?
 No, he is trying to figure out
 What NOT to plant where!
 Because if he plants too much,
 He will lose money.
 There will be an oversupply of food,
 And prices will go down.
 To prevent this, the Government
 Gives him a subsidy.
 A subsidy is money for not planting crops.
 It's like getting an "A" in History
 For not showing up in class.

Who pays these Government subsidies?
 Guess!
 That's right! You do!
 Your taxes go to the farmer as subsidies
 So he will plant less crops
 So you will pay more for food!
 You're a two-time loser!

Does this system sound strange to you?
 How do you think it sounds
 To the starving Asians or Africans?
 They know that America could feed
 All the hungry people of the world.
 If the price was right!

See the old people shopping.
 They are the hardest hit
 Because they live on fixed incomes.
 See them spend their meager funds
 Buying dog food.
 Isn't that sweet?
 Not when you realize
 That more than half of them
 Don't even own dogs.



Economics experts say
That we will have 9% unemployment.
They call it "an acceptable level."
It's not very acceptable
If you're one of the 9%.

Experts now predict that the economy
Will turn later this year.
And now the workers are concerned.
They're afraid that the Experts may be right,
And the economy will turn from bad to worse.

To keep their jobs, many workers
Work fewer hours, or take pay cuts.
In the same spirit, some executives
Have also taken pay cuts.
The head of General Motors cut his pay in half.
From \$700,000 to \$350,000 a year.
Which proves that, in a Democracy,
Hard times affect everyone alike.

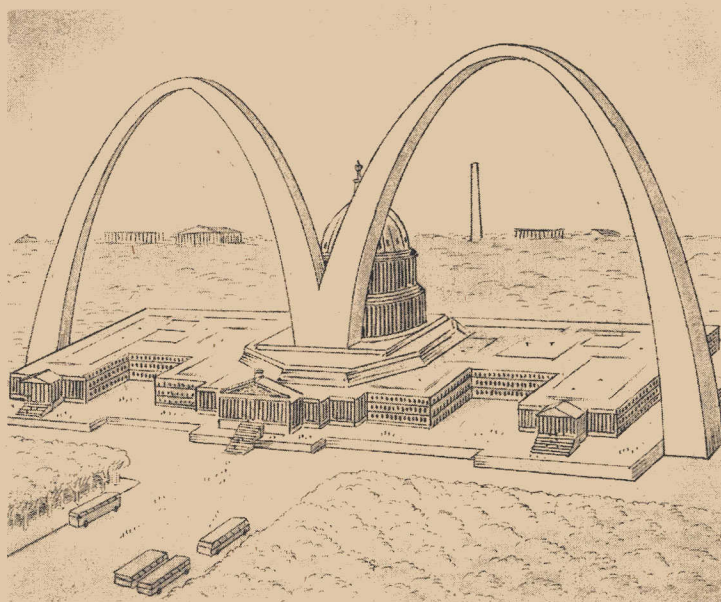


See the President.
He is working to solve our economic problems
Can he do it?
People have their doubts.
They're afraid that this Ford
May turn out to be another Edsel.
When he came into office,
He vowed to fight inflation
With a bold new idea.
What was the idea?
Print millions of buttons.
Remember the "W.I.N." buttons?
They were very popular
With eight year old kids.
Almost as popular
As "Chicken Inspector" buttons.

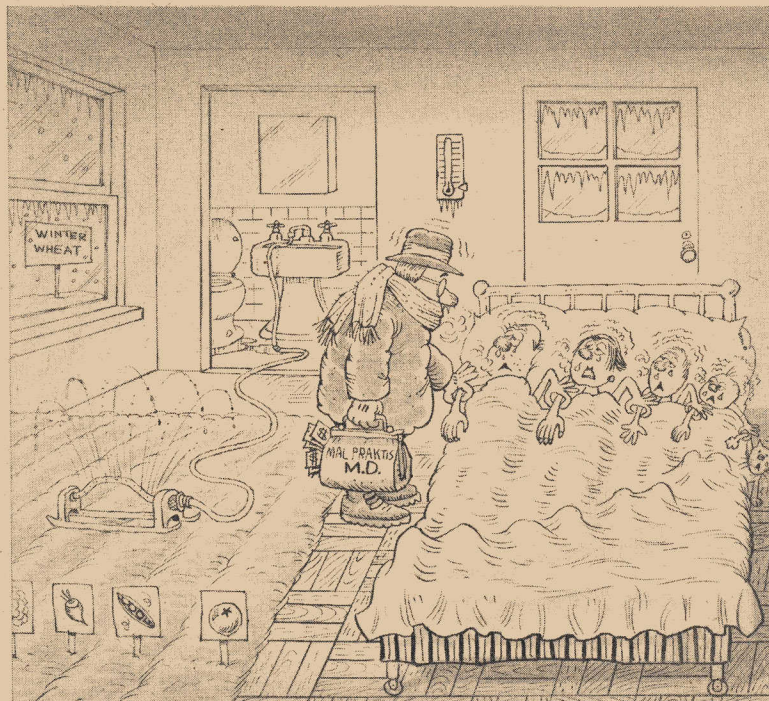
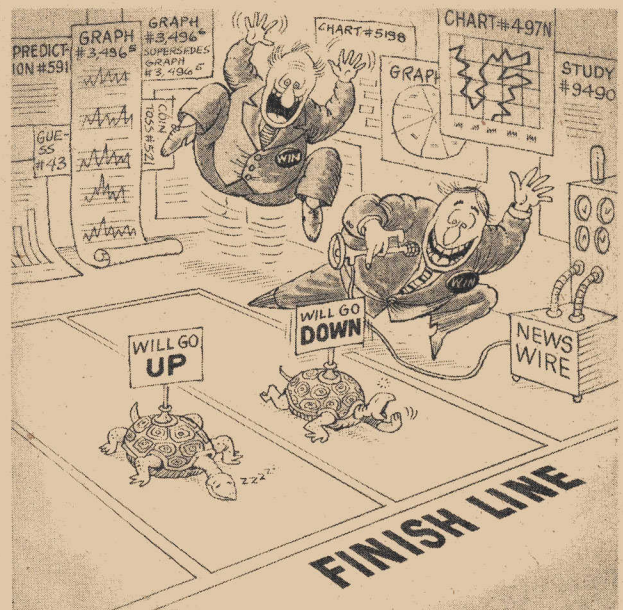
First, the President wanted to increase taxes.
Next, he wanted to decrease taxes.
First, he said we should save our money.
Next, he said we should spend our money.
But don't feel embarrassed about our President.
After all, you didn't vote for him.
Come to think of it, NOBODY did!

Maybe he's not as foolish as we think.
He made Nelson Rockefeller the Vice President.
Maybe that was a shrewd move.
Maybe the President hopes
That Rockefeller will buy the country
And give us all an allowance.

But if Rockefeller DID buy the country,
Would he keep Mr. Ford?
Or would he want someone
With greater insight, greater ability,
And greater stature?
Someone like Ronald McDonald!



See the men with all the charts and graphs.
 They are Economists.
 They can predict what is going to happen to the economy.
 They are very consistent.
 They are never right.
 Economics is a science.
 However, it is not as exact a science
 As Astrology, Numerology or Tea Leaf Reading.
 Economists have their own language
 That prevents them from being understood.
 For instance, Economists will tell us they have good news.
 They will say, "The rate of unemployment is down."
 Does that mean that fewer people are out of work?
 No, it means that *more* people are out of work,
 Only *less* more than last month.
 Understand?
 Good! You're not supposed to!
 It's like a Doctor telling you he has bad news and good news.
 The bad news is: You only have a month to live.
 The good news is: The days are getting longer.

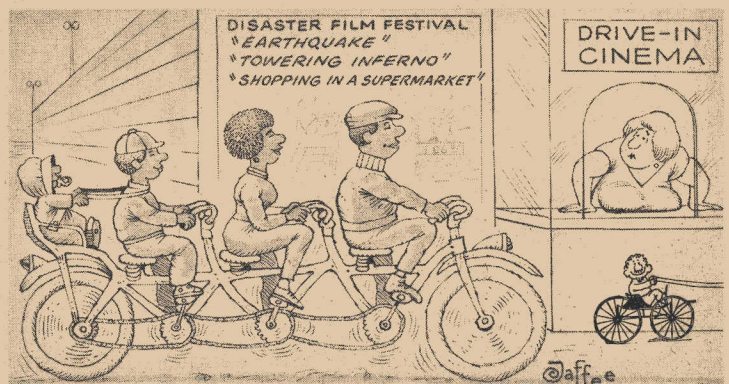


How can you beat the high cost of living?
 Experts tell you to put
 Six months' income in a savings bank.
 How are you supposed to do that?
 Maybe by robbing another savings bank!

Maybe you can grow your own vegetables,
 Even if you live in an apartment.
 You could save about \$25 a month.
 Would that help? Not necessarily!
 Your landlord would probably
 Raise your rent \$50 a month,
 Because now you have a Garden Apartment.
 Net loss: \$25.

You could save money
 By lowering the temperature
 To 65° in the winter.
 That saves you about \$10 a month.
 Or does it?
 At 65°, your whole family
 Will come down with all kinds of sicknesses.
 And you'll have a \$50 doctor bill.
 Net loss: \$40.

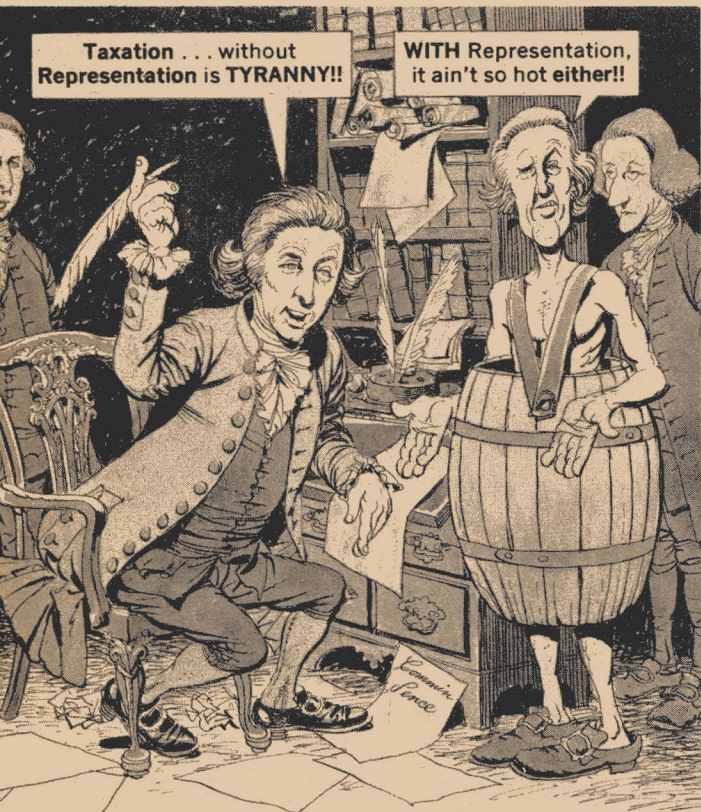
What to do?
 Forget the whole thing and have a good time?
 Go to a movie and get away from it all?
 Not so fast! Movies cost \$3.50!
 And that's \$14 for a family of four!
 With that money, you could feed a family of four
 For 15 minutes.
 Of course, you could go to a Drive-In Movie.
 That's cheaper. Unless you drive!
 With the price of gasoline
 It comes to about the same thing.
 Oh, well, hang in there, America.
 Like . . . you have a choice?!?



History has recorded the famous words uttered by famous men . . . words that we all know well. But did it ever occur to you that maybe the other people present didn't just stand around applauding

ZAPPERS THAT H

ARTIST: GEORGE WOODBRIDGE

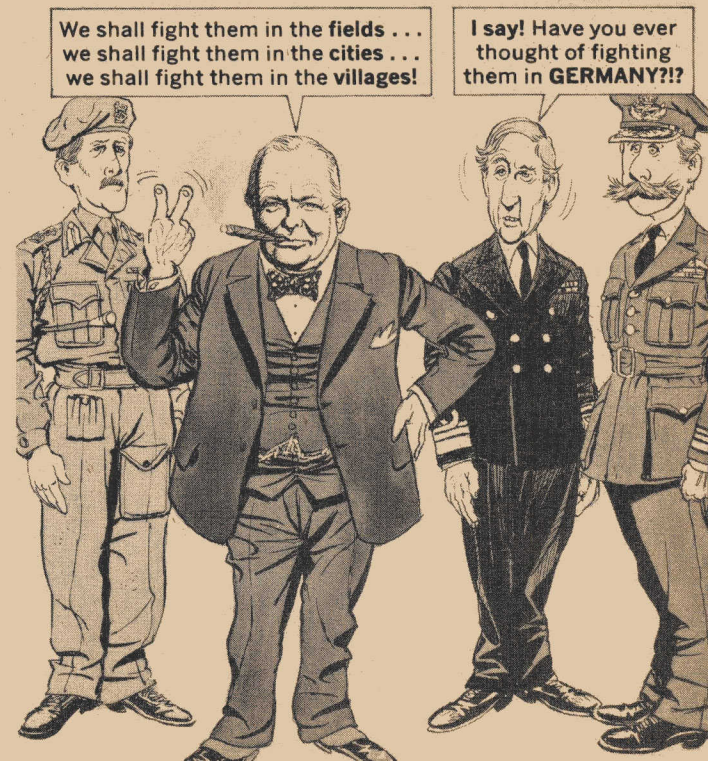
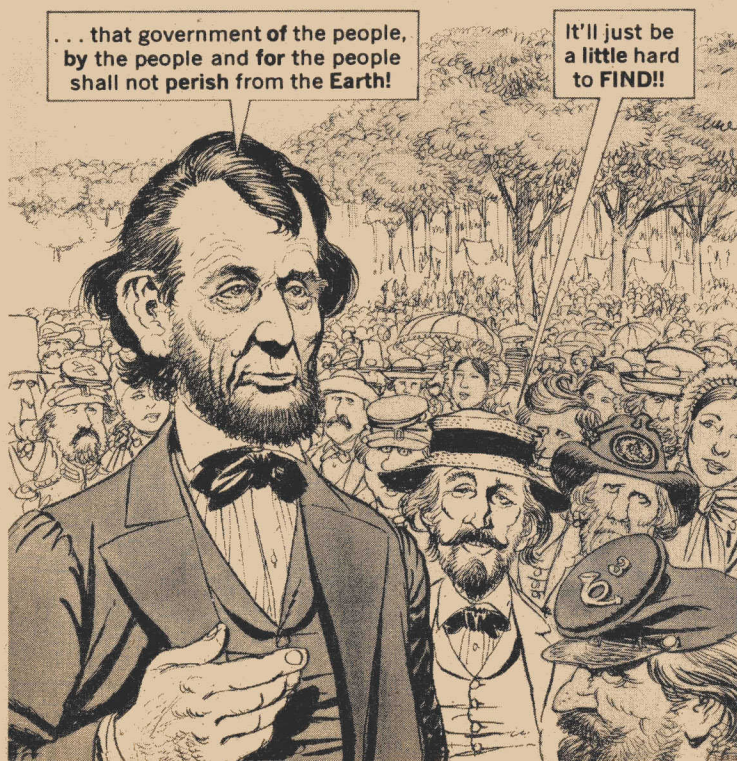
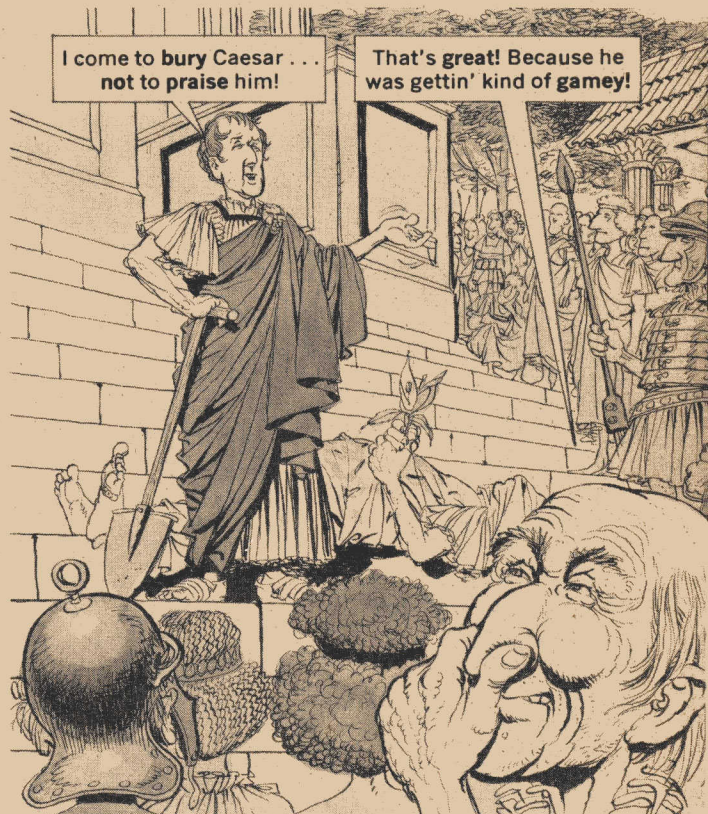


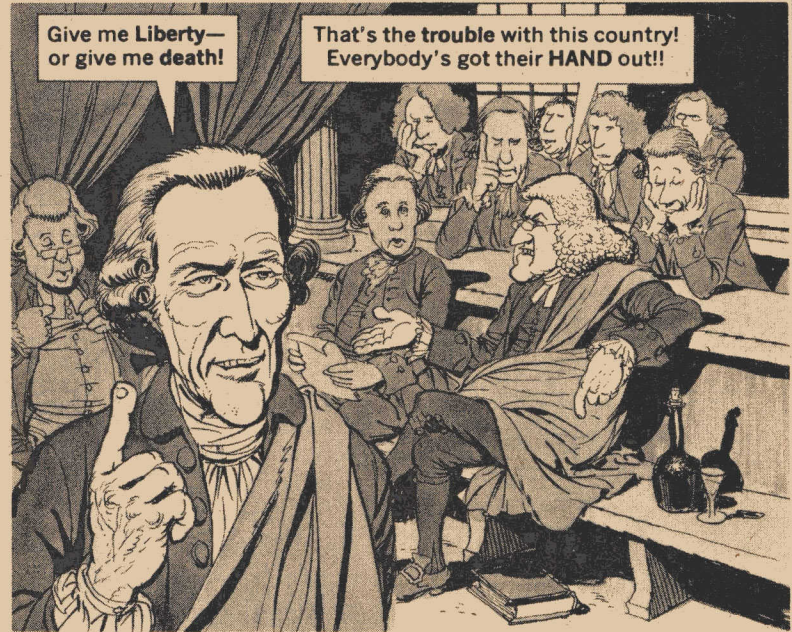
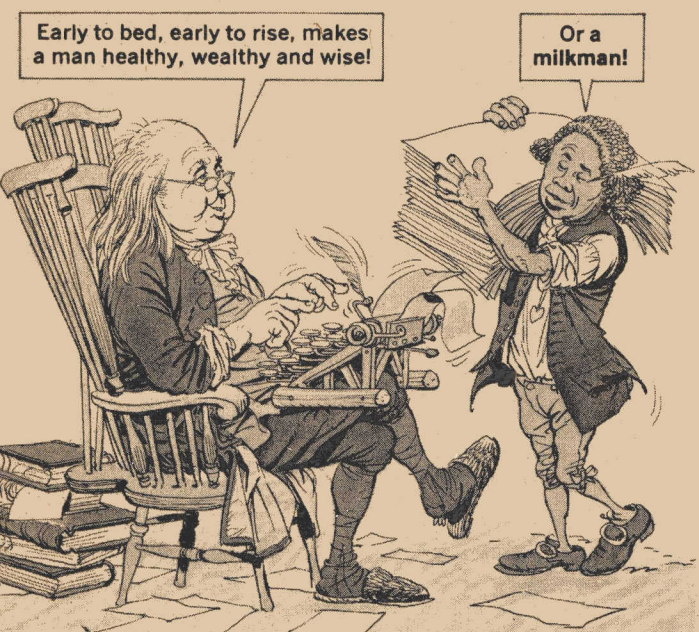


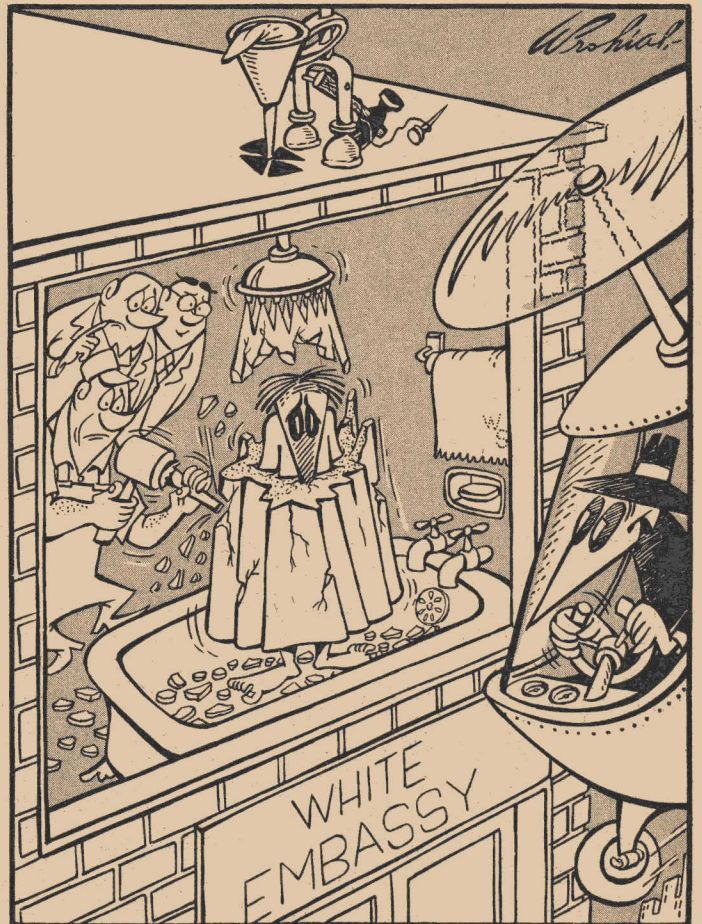
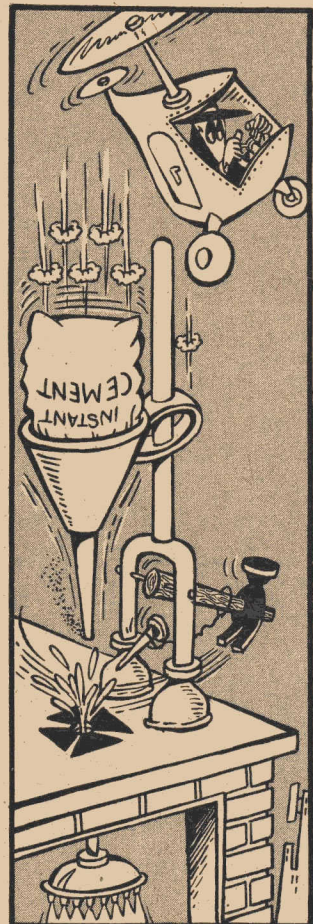
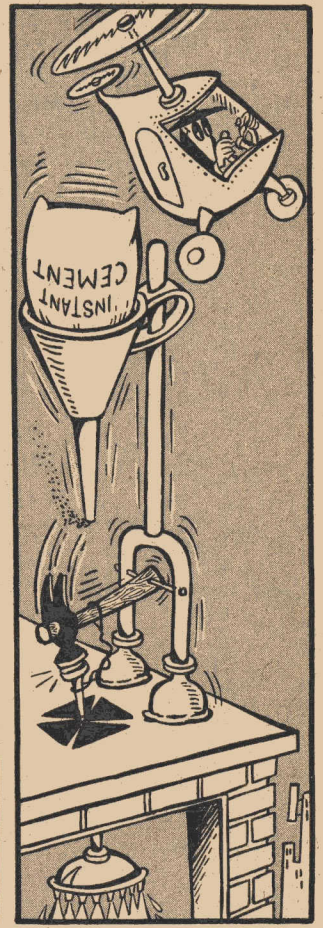
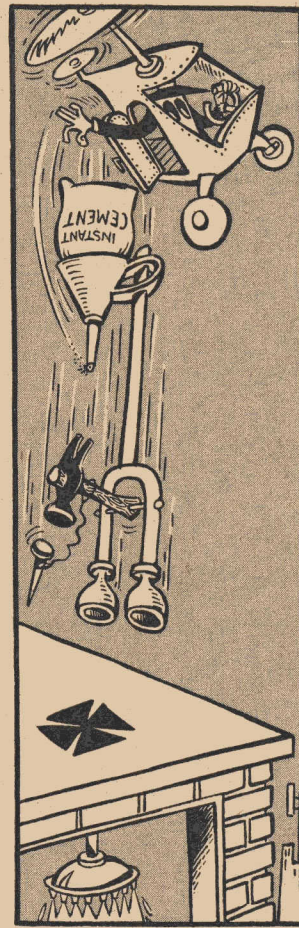
when those words were said . . . that maybe somebody else had an answer or a topper or some equally important words to say in rebuttal . . . only we're not familiar with those words because they're the

ISTORY FORGOT

WRITER: ALAN ROBIN







A COLLECTION OF
DISTINCTIVE...

BUSINESS AND

City Police Department
Office of the Commissioner

The Honorable Brice Tugwell
Head Pig

③

Omega Omega Omega Fraternity
Upsilon Chapter
University of Michigan

Ronald Fortesque
Resident Streaker

Gentlemen's Lavatory
Grand Ritz Hotel

James Conway
Flusher



Madame Simone's House Of Pleasure
Massages—Intimate Physical Therapy

Wilma Latour
Home Delivery

THE MAFIA

New York Chicago Detroit Las Vegas

Ernest "Necktie" Fazio
Veiled Threats
and Shakedowns

Pillar Facing Fifty-Dollar Window
Clubhouse Section
Santa Anita Race Track

Roscoe Fleen
Hot Tips
No Appointment Necessary

Espionage Division
United States Counter-Intelligence Agency

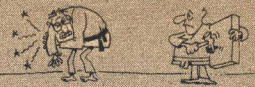
"Snowflower"

Lazy Oaks Retirement Village
Winsome Springs, Florida

Claudia Wickwire
Villa 17-B
Swinging Widow

SOCIAL CARDS ...FOR THE MAD WORLD OF TODAY

WRITER: FRANK JACOBS



Miss Angela St. James
Groupie

Epstein and Garfinkle
Wholesale Clothing and Sportswear

Drew Simpson
Token Wasp

The New York Telephone Company
Service Division

T.R. Mannings, Supervisor
991-0099
If Out of Service, call
863-0989
If No Answer, call
767-0079



THE AKRON OWLS
Professional Hockey Club

Pierre Le Drecque
Penalty Killer and Maimer

Investigations Division
The Department of Justice
United States of America

Edwin R. Scanlon
Plea-Copping

LOCAL 544
International Brotherhood
of Teamsters

EDWARD T. MUNCRIEF
GOON

"Death to Capitalistic Swine!"
The Blood Brothers Liberation Army

Wilfred Huggins
Community Relations



The American Society of Reincarnation

Walter Hotchkiss
Thomas Edison
Millard Fillmore
Johann Sebastian Bach
Henry VIII
Marco Polo
Cain



ALL IN THE FAMILY



The story of Archie Bunker... an obnoxious bigot... with a deranged wife, a goofy daughter and a lumpish son-in-law... whose sole mission in life is to spin off other TV shows and thereby create and nurture...

SPIN-OFFSPRING DEPT.

The "A"

WRITERS: STAN HART & E. NELSON BRIDWELL

MAUDE



The story of Edith's cousin, who was divorced three times, whose daughter's already gone that route once, whose voice is louder and lower than a Longshoreman's, and who does real funny things like having abortions.

MIKE AND GLORIA



Archie and Edith's kids move to their own show after Mike graduates into the army of the unemployed, Gloria loses her job, and they go on Welfare where they spend all their time demonstrating for funny liberal causes.

GOOD TIMES



Florida, Maude's former maid, who didn't do windows, but did do enough scene-stealing shticks to get her own show (and family), has fun trying to subsist in Chicago during times that are anything but "good".

CAROL



Maude's daughter takes her invisible child and moves into her own show where she tries to answer the age-old question, "Can a divorced Mother find happiness with nothing more to offer a man than a size 38 bust?"

J. J.

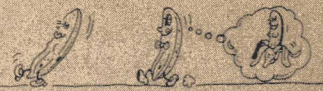


Florida's boy strikes out on his own, (and does, with bases loaded, yet) as an artist who moonlights as a scarecrow and who regularly gets into trouble because he smiles too broadly and keeps swallowing his ears.

COCKNEY KOOK

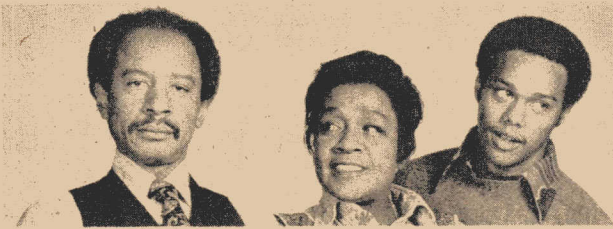


Mrs. Naugatuck, Maude's maid, gets her own show which offers TV viewers something startlingly new... a real live WASP (White Anglo-Saxon Protestant) in the only situation comedy ever done with English sub-titles.



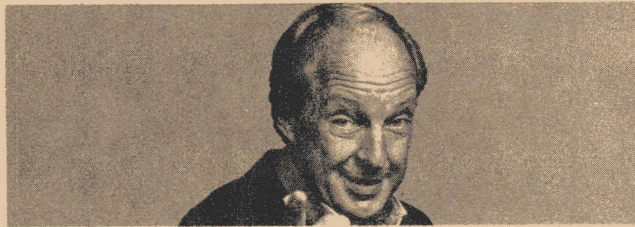
I In The Family” Tree

THE JEFFERSONS



Archie's former neighbor, a success who moves away so he can escape the bigoted White establishment and set up a bigoted Black establishment, discovers his son is so bland that he may not even get his own spin-off.

ARTHUR



Arthur realizes that, by hanging around Maude, he'll never be anything more than a dull successful surgeon, so he takes off in his own show and proves that questions of life and death need not be all that serious.

STEP ON HARRY



Bentley, the Jeffersons' confused Englishman, who can only get rid of a backache by having someone walk all over him (which may explain why they lost the Empire) gets even more confused when no one watches his show.

Present Spin-Offs

Spin-Offs To Come

THE WILLISES



The Jeffersons' neighbors, that racially mixed couple, move to Queens next door to an obnoxious bigot, his deranged wife, his goofy daughter and lumpish son-in-law who immediately start pushing for their own show.

Consider the history of Mankind! In the beginning, the jungle was **dangerous and threatening!** And so, for **comfort and safety**, Man moved inside **protective dwellings!**

Today, Civilization has reached **great heights!** And yet, Mankind still feels threatened and in danger! So we've **reversed** the process! Today, for comfort . . .

. . . we bring the **JUNGLE** inside our dwellings, as my Wife has done!

You said it, Pa!

Including the **WATERFALLS!**



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

INDOOR GAR

What a **healthy-looking** vegetable garden!

Well, it gave me plenty of trouble! I really wanted a successful garden this year, but I ran into a problem!

Weeds kept sprouting and choking off the seedling plants! I started a real battle with them, raking—and pulling them out—and using weed killers!

Well, you must've won the battle! You have a beautiful crop . . . !

Actually, I lost the battle!

Those are the **WEEDS!!**



You see that?
The economic
situation
sure is bad!

It's
not
that
bad!

Just look around you!
People are growing
their own vegetables!
That shows you things
aren't going so well!

It all
depends
on your
point of
view!

In the **Great Depression**,
people planted vegetable
gardens in **empty lots**
... just like they're
doing **today!** That proves
things are desperate!

Well,
as I
see it,
things
are
booming!

I'm in the **SEED BUSINESS!!**



AND OUTDOOR DENING

ARTIST & WRITER: DAVE BERG

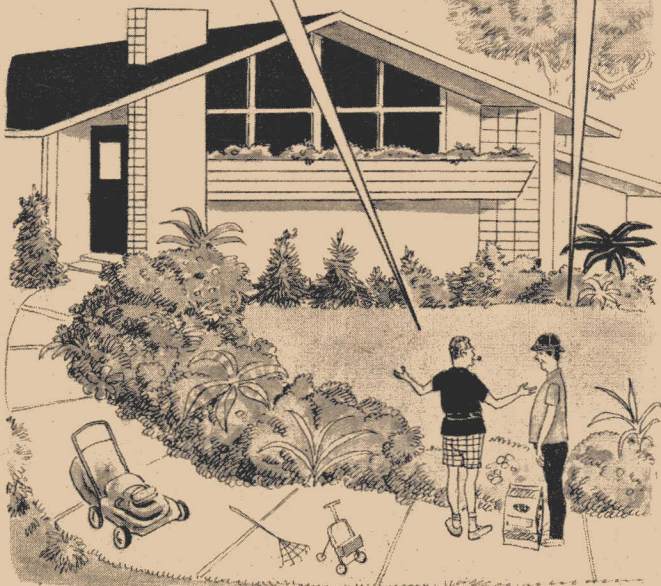
You've got the best darn
garden in the neighborhood!
Tell me the truth, Charlie
... what's your secret?

Modern technology
... and the miracle
of "Better Living
Through Chemistry"!

I bought this special package of
fertilizer! It's the latest thing
in the ever-advancing science of
Agronomics! It has a fantastic
ingredient that works like magic!

HORSE MANURE!!

Really?!? What IS this
fantastic ingredient ... ?



Hey, you gotta see Noah Seaman's garden! It's only as big as a postage stamp, but he works it like it's a big-time farm operation!

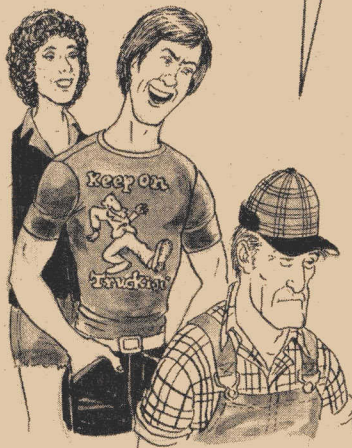


Hey, Noah! How's your tomato crop coming along?



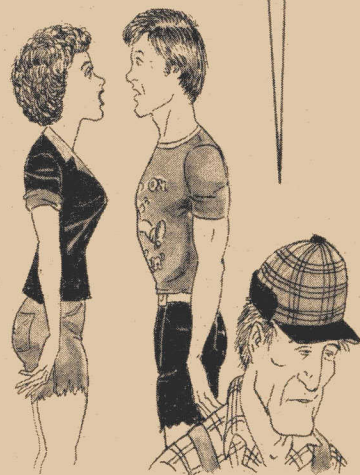
Not growing tomatoes! This year, it's carrots!

What's the matter? Did you get tired of eating all those tomatoes?



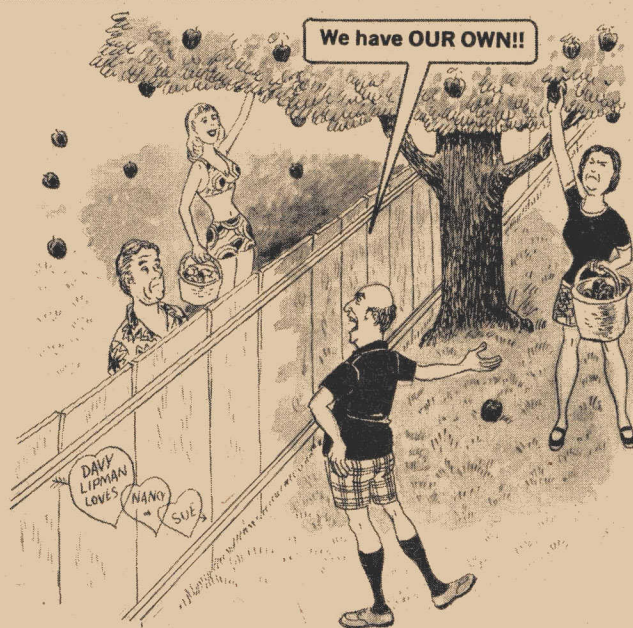
You know how it is with us farmers!

I'm ROTATING MY CROPS!



Hi, there, neighbor! Can we offer you some nice ripe apples...?

No, thank you!

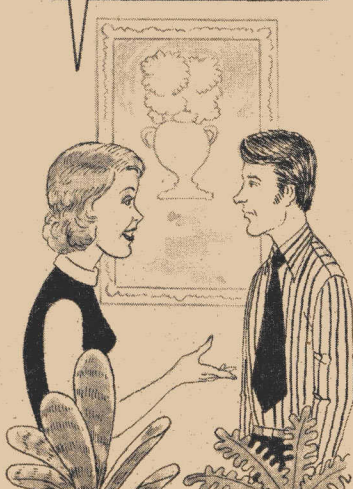


We have OUR OWN!!

My Florist is like a—a Doctor! I go to him with all my plant problems!



Like a Doctor, my Florist tells me what vitamins and minerals to feed my plants!



Like a Doctor, my Florist diagnoses what diseases my plants have, and then tells me how to cure them!



And like a Doctor, your Florist OVERCHARGES!!



I see you have quite a collection of plants! There are so many varieties of plants, and all of them have names . . . like *Guzmania Lingulata* and *Tillandsia Ionantha*! Do you know the names of YOUR plants . . . ?

I sure do . . . most intimately!

This one is "Irving," and this one is "Gloria," and this one is "Sidney," and this one is "Carol," and—



How do you keep your lawn looking so lush?

I water it religiously . . . every single day!

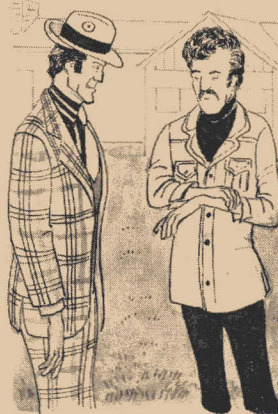
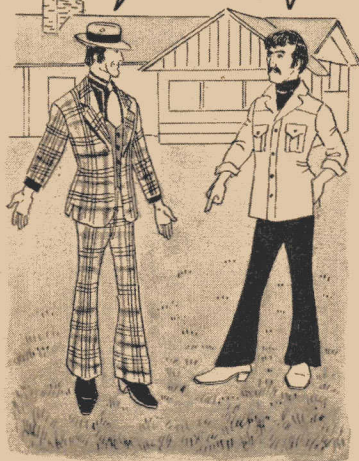
But . . . what if you're not home?

I've got an automatic timer that turns the sprinkler on at the same time every day!

Speaking of time, what time is it NOW?

I don't have a watch with me!

But I can tell you . . . it's precisely seven o'clock!!



How are my sweet little babies today? Mommy has brought you some nice cool water to drink, and a soothing insect spray to wash you, and some delicious plant food to eat so you can grow up strong and healthy . . .

Sniff . . . Sniff . . .

When you wear that perfume, Baby, you really turn me on!

PLEASE, John . . .

NOT IN FRONT OF THE CHILDREN!!

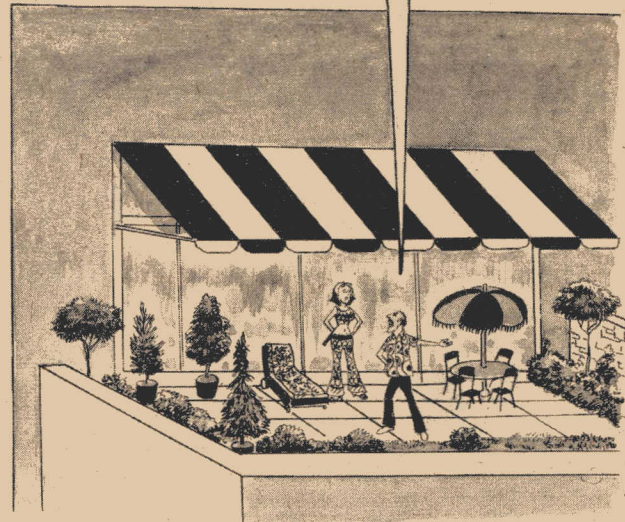
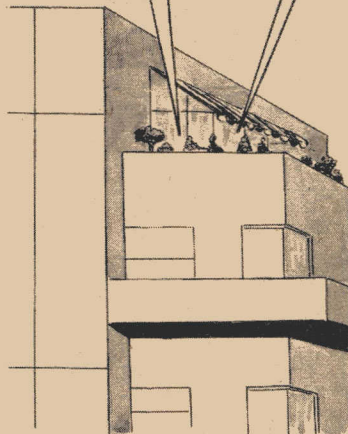


I'm sick of city life! I'm sick of polluted air! I'm sick of crime-ridden streets and traffic jams and graffiti-smearred walls!

I want to leave this high-rise penthouse, and move out to the GREEN suburbs!

Are you out of your bird?!

And leave my GARDEN . . . ???



That's what I call a healthy window box!

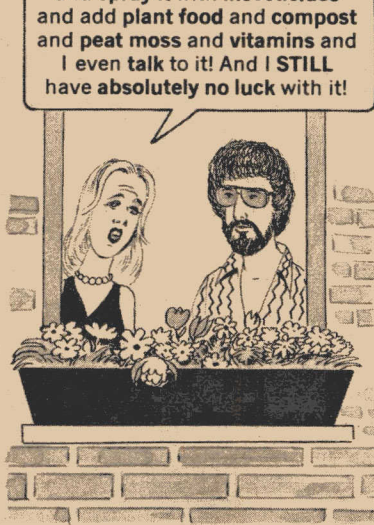
It was here when I moved in!

I have a window box, too! Every Spring, I seed it and water it and spray it with insecticides and add plant food and compost and peat moss and vitamins and I even talk to it! And I STILL have absolutely no luck with it!

You must be doing something right!

I guess so . . .

I leave it alone!!

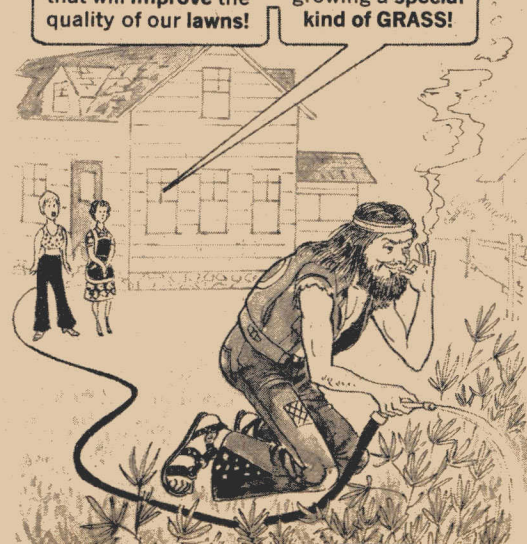
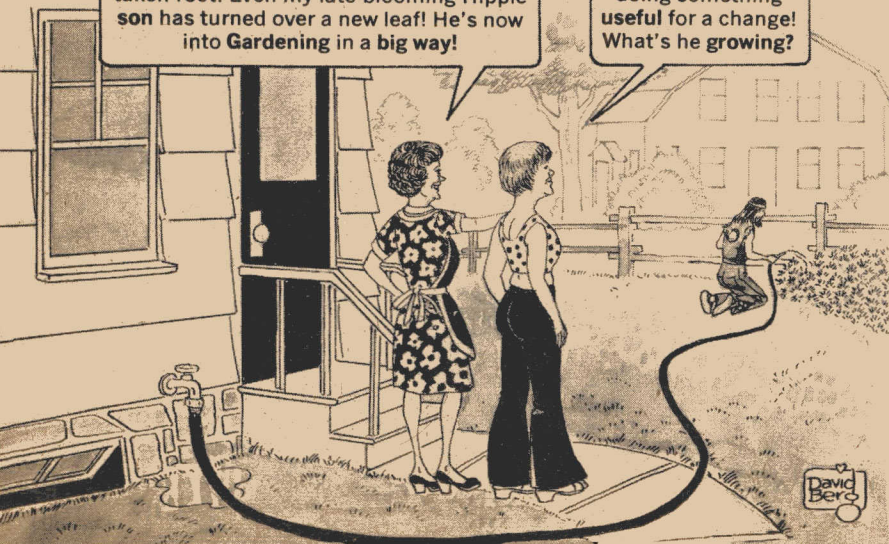


See that? This "Gardening" fad has really taken root! Even my late-blooming Hippy son has turned over a new leaf! He's now into Gardening in a big way!

How nice that he's doing something useful for a change! What's he growing?

I think it's something that will improve the quality of our lawns!

He told me he's growing a special kind of GRASS!





A TV

AD WE'D LIKE TO SEE

THE GERITOL COMMERCIAL

I love my Wife! She's a good Mother! She helps the kids with their homework ... she cleans the house ...



... she does the cooking ... and the dishes ... and the wash ... and the shopping ... and she never complains!



I always say, "Why not take care of yourself?" So I get plenty of rest, I eat balanced meals, and I take Geritol!



Yep, I love my Wife! Too bad she don't look as good as my girlfriend here! Then, maybe I'd go home more often!



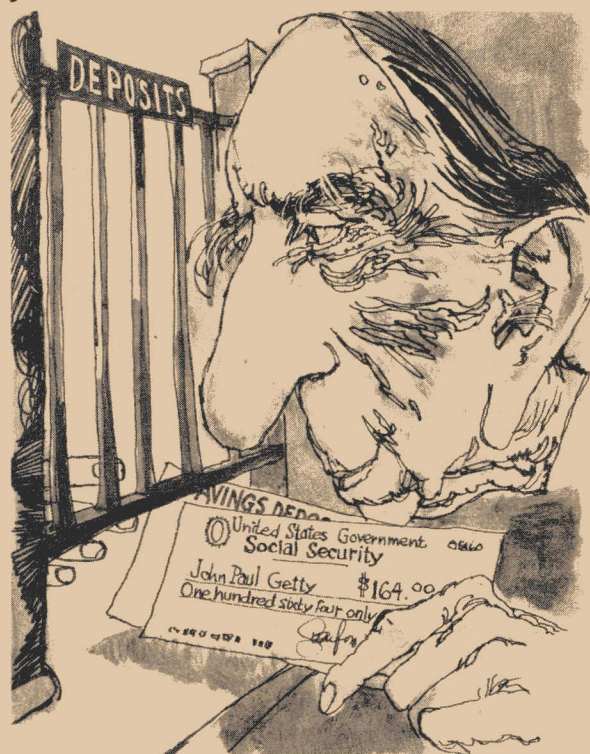
A MAD LOOK AT SOME WELL-KEPT

ARTIST: SANDY KOSSIN

EUELL GIBBONS



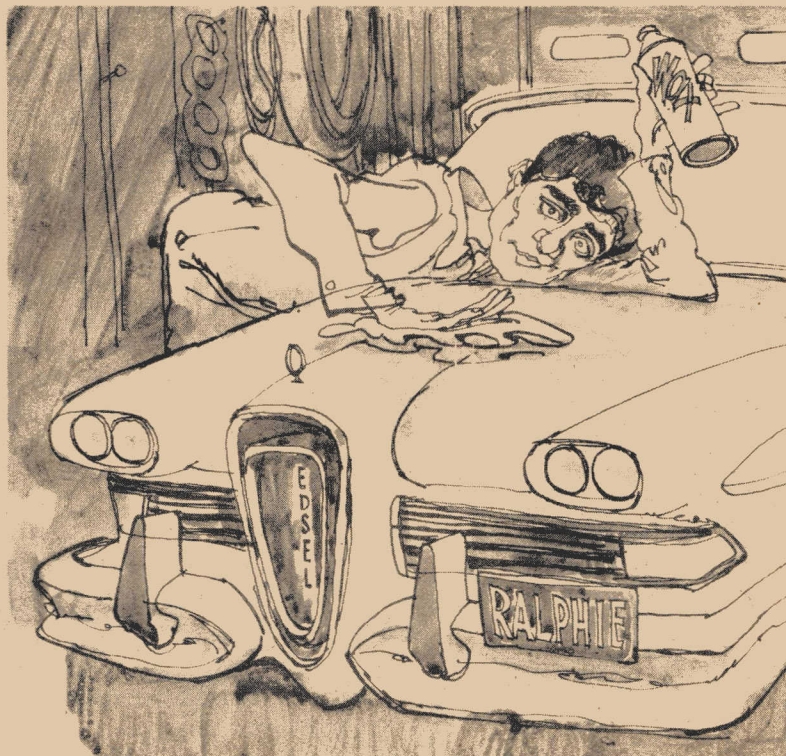
JOHN PAUL GETTY



HENRY KISSINGER



RALPH NADER



CELEBRITIES' SECRETS

WRITER: PAUL PETER PORGES

EVEL KNieVEL



GLORIA STEINEM



FIDEL CASTRO



COL. SANDERS



FROM BAD TIMES TO VERSE DEPT.

Jack Sprat and his Wife aren't splitting the meat these days. They can't afford any. Little Miss Muffet has hocked her tuffet and hasn't had curds and whey in a month. Old Mother Hubbard's cupboard is twice as bare as it used to be, and Peter Peter's so broke he can't pay for a pumpkin. Like the rest of us, the Nursery Rhyme Folks have fallen on bad times, which is our way of introducing...

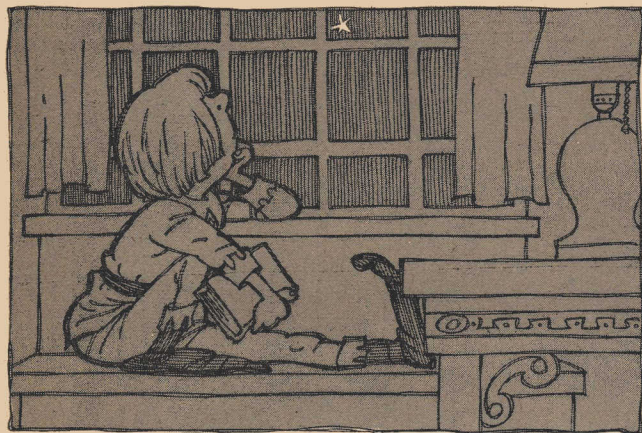
Mary Had A Little Lamb



Mary had a little lamb,
It's fleece was white as snow;
And everywhere that Mary went
The lamb was sure to go.

But Mary found the cost of meat
Had soared, which didn't please her;
Tonight she's having leg of lamb—
The rest is in the freezer.

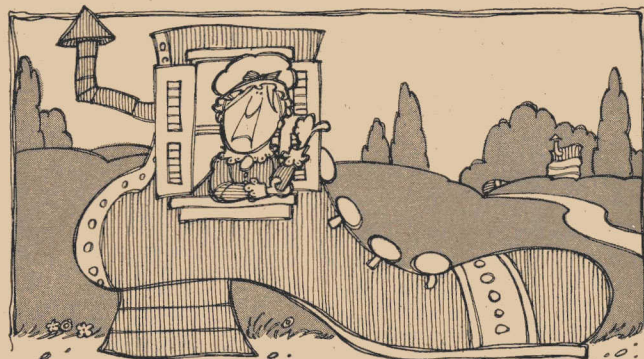
Twinkle, Twinkle Little Star



Twinkle, twinkle little star,
Way up in the sky so far;
How I'd love to spend my days
Basking in your brilliant rays;
I wish and pray that you were near,
Inside our house, just shining here;
Because we won't have light until
We pay off our electric bill.

MAD'S MOTH

There Was An Old Woman

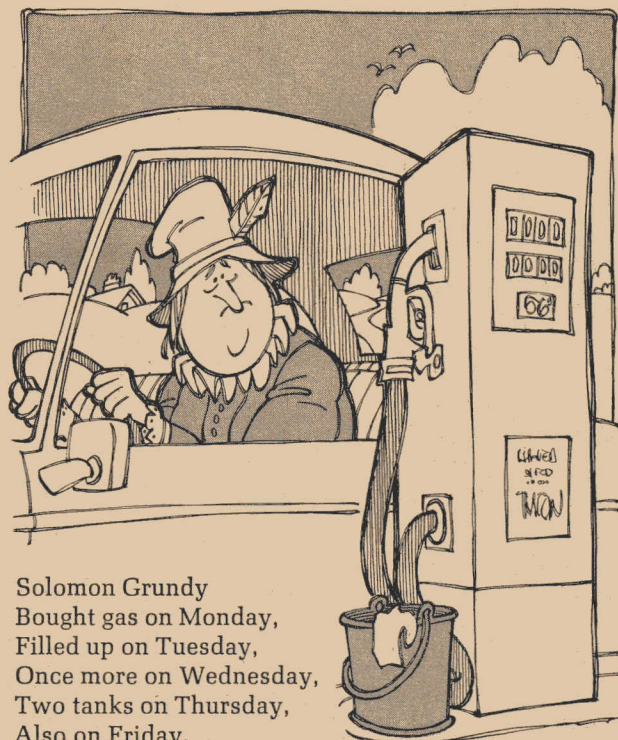


There was an old woman who lived in a shoe,
Who said, "With my income, it's all I can do;
"It may be substandard, but just down the block,
"I know an old woman who lives in a sock."

ARTIST: PAUL COKER, JR.

WRITER: FRANK JACOBS

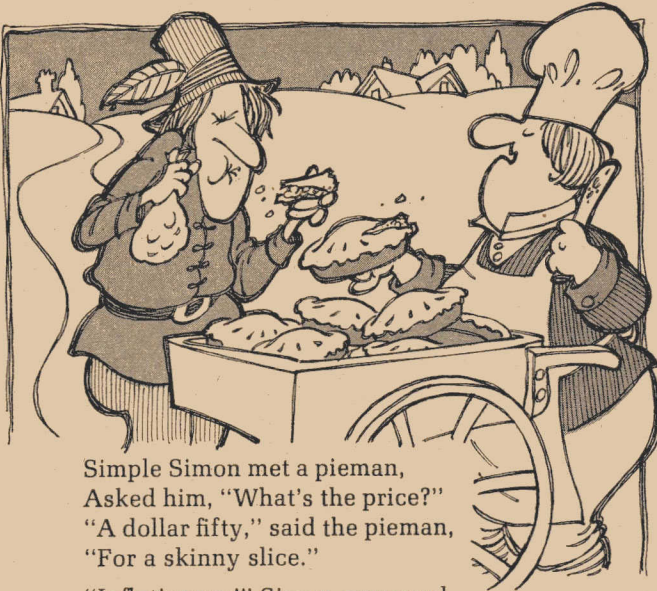
Solomon Grundy



Solomon Grundy
Bought gas on Monday,
Filled up on Tuesday,
Once more on Wednesday,
Two tanks on Thursday,
Also on Friday,
Ditto on Saturday,
Likewise on Sunday;
Anybody want to trade a Datsun even-up
For the powder-blue, all-optionals-included,
Comfort-Control, 1975 Cadillac of Solomon Grundy?

RECESSION ER GOOSE

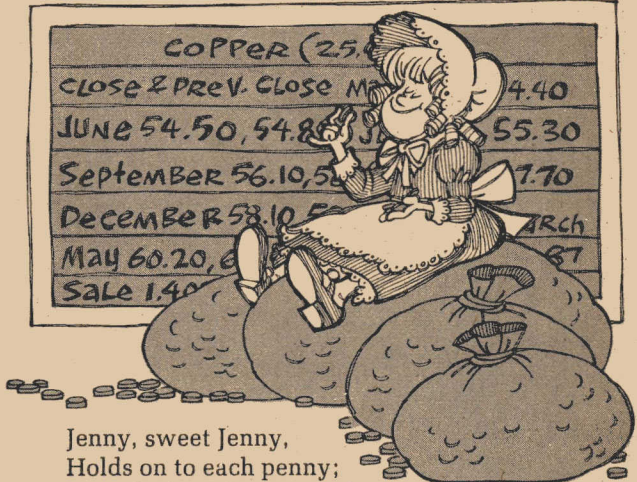
Simple Simon



Simple Simon met a pieman,
Asked him, "What's the price?"
"A dollar fifty," said the pieman,
"For a skinny slice."

"Inflationary!" Simon screamed,
"My business you are losing!"
The pieman shrugged, "I'd charge much more
"If sugar I were using."

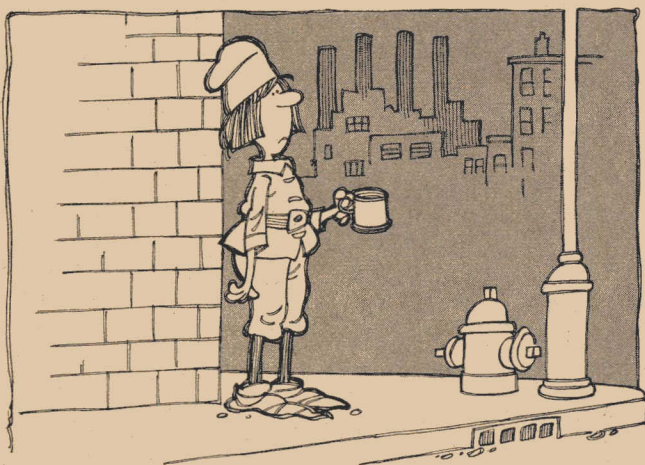
Jenny, Sweet Jenny



COPPER (25¢)	
CLOSE & PREV. CLOSE	4.40
JUNE 54.50, 54.85	55.30
SEPTEMBER 56.10, 56.15	7.70
DECEMBER 58.10, 58.15	Arch
MAY 60.20, 60.25	87
SALE 1.40	

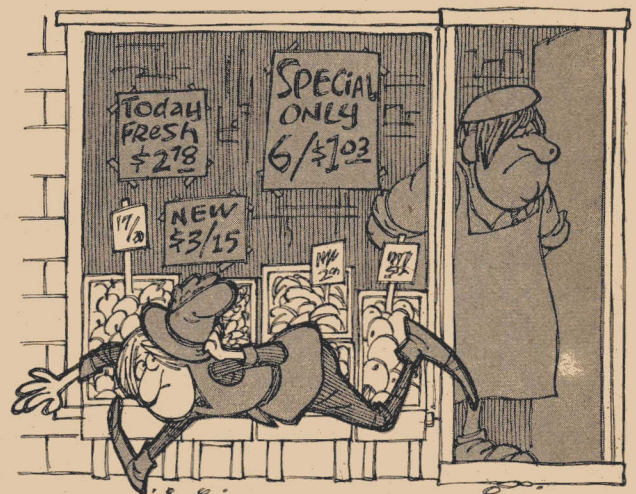
Jenny, sweet Jenny,
Holds on to each penny;
She hoards them and no one can stop her;
They'll never be spent
'Cause she's found ev'ry cent
Now contains twice its value in copper.

Little Jack Horner



Little Jack Horner
Now stands on a corner
And begs for a small contribution;
They had to close down
The big steelworks downtown,
But at least there's a lot less pollution.

Wee Willie Winkie



Wee Willie Winkie
Runs where he goes—
Skipping past the grocer's,
Dodging those he owes.

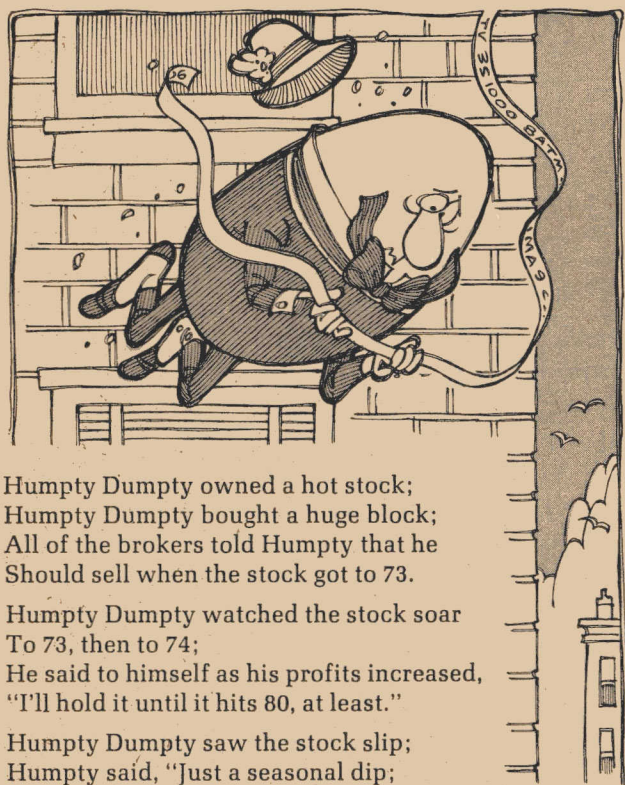
True, he's a deadbeat;
Still, what the hell—
Compared to all his neighbors,
Willie's doing well.

What Are Little Dimes Made Of?



What are little dimes made of?
 What are little dimes made of?
 Lead and zinc
 And scrap-iron, I think,
 That's what little dimes are made of.
 What are dollar bills made of?
 What are dollar bills made of?
 Not much, I fear
 And it gets worse each year.
 That's what dollar bills are made of.

Humpty Dumpty



Humpty Dumpty owned a hot stock;
 Humpty Dumpty bought a huge block;
 All of the brokers told Humpty that he
 Should sell when the stock got to 73.

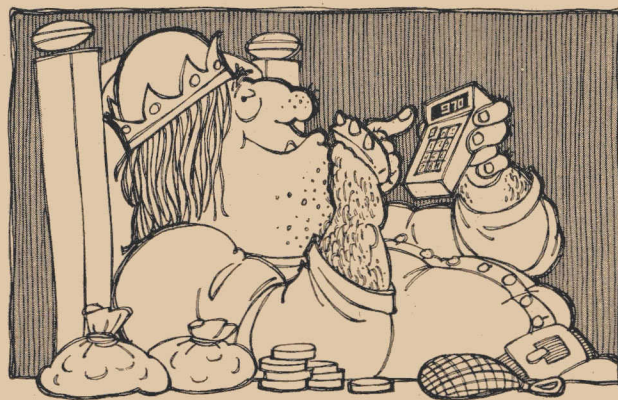
Humpty Dumpty watched the stock soar
 To 73, then to 74;
 He said to himself as his profits increased,
 "I'll hold it until it hits 80, at least."

Humpty Dumpty saw the stock slip;
 Humpty said, "Just a seasonal dip;
 I'll buy up a batch while it's sitting at 50,
 "And make even more, which will really be nifty."

Humpty Dumpty saw the stock dive
 From 50 to 30 to 14 to 5;
 He said, "Yes, I've heard there is talk of a crash,
 "But I'm buying up more with what's left of my cash."

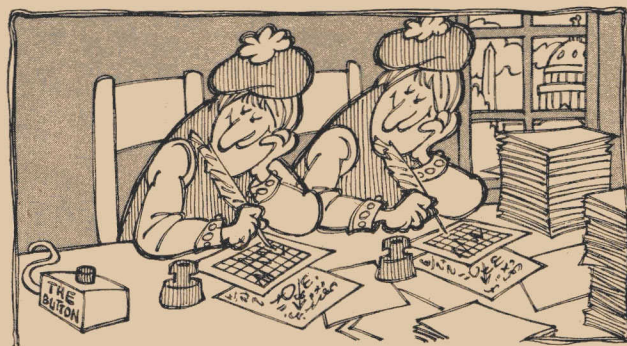
Humpty Dumpty let out a shout;
 Humpty Dumpty said, "I'm wiped out!"
 He jumped from a window and said with a cry,
 "The market's hit bottom—and soon so will I."

Jerry, Jerry, Big and Hairy



Jerry, Jerry, big and hairy,
 How does your loansharking grow?
 "With luckless slobs
 "Who've lost their jobs
 "And have to see me to get dough."
 Jerry, Jerry, big and hairy,
 What do you charge for your service?
 "My cash is lent
 "At thirty per-cent;
 "They pay up, or else I get nervous."
 Jerry, Jerry, big and hairy,
 What if some poor slob is late?
 "I bust his nose
 "And stomp on his toes
 "Then double the in-ter-est rate!"

Tweedledum and Tweedledee



Tweedledum and Tweedledee
 Were called to Washington
 To solve the economic mess
 And see what could be done.

They talked of things like price controls,
 Of more aid to the states,
 Of tax deductions, welfare boosts
 And higher tariff rates.

The more they talked, the more they fought
 As only experts can;
 Until, one day, they both agreed
 They had the perfect plan.

"There's just one way," they told the press;
 "It's always worked before;
 "To solve the economic mess,
 "We need a nice long war."



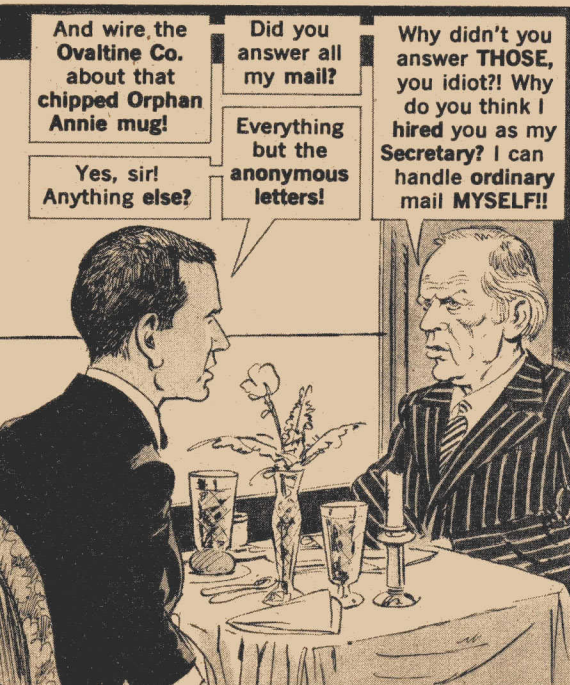
There's a new hit mystery movie making the rounds these days! The big mystery about this movie is why so many prominent stars agreed to participate in this idiotic...

MUDDLE ON THE ORIENT EXPRESS



ARTIST: ANGELO TORRES

WRITE: LOU SILVERSTONE



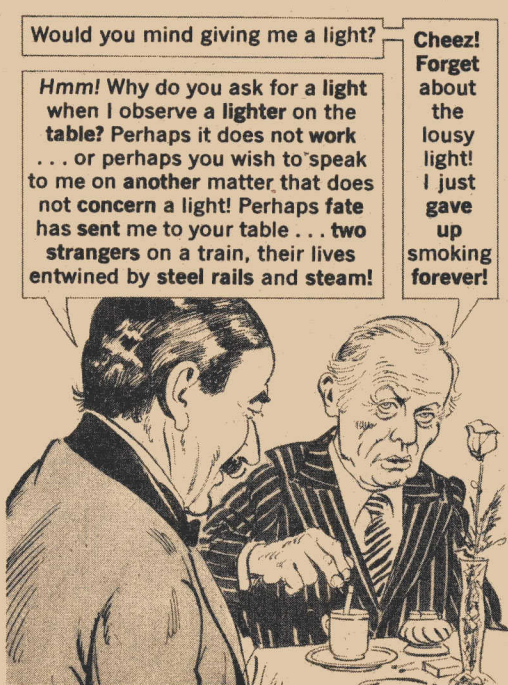
And wire the Ovaltine Co. about that chipped Orphan Annie mug!

Yes, sir! Anything else?

Did you answer all my mail?

Everything but the anonymous letters!

Why didn't you answer **THOSE**, you idiot?! Why do you think I hired you as my **Secretary**? I can handle ordinary mail **MYSELF!!**



Would you mind giving me a light?

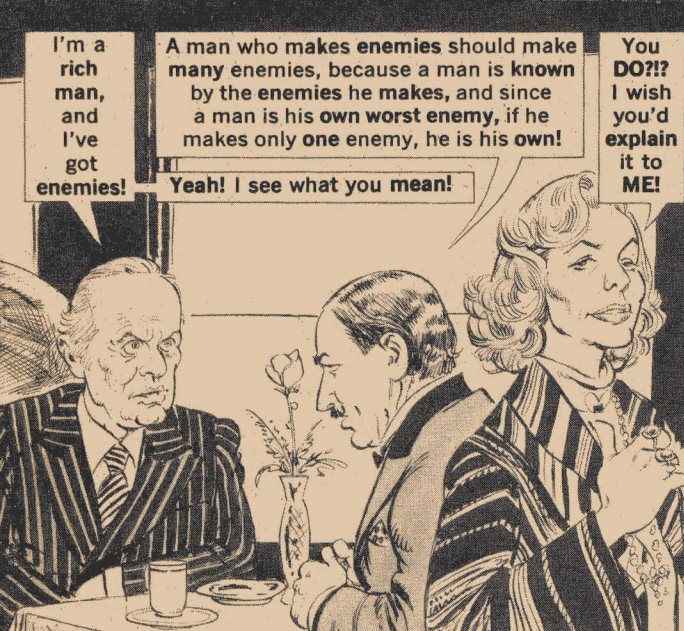
Hmm! Why do you ask for a light when I observe a **lighter** on the table? Perhaps it does not work ... or perhaps you wish to speak to me on another matter that does not concern a light! Perhaps fate has sent me to your table ... **two strangers** on a train, their lives entwined by steel rails and steam!

Cheez! Forget about the lousy light! I just gave up smoking forever!



I'll get to the point! My life is in danger! I'll pay you a lot of money to take on a job for me! I need a **bodyguard**!

A **bodyguard**? I thought you 'needed a light?!?

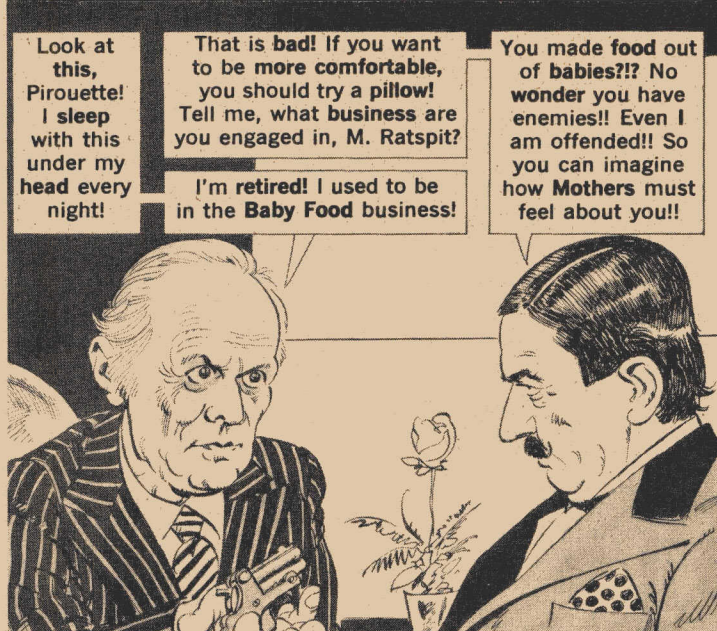


I'm a rich man, and I've got enemies!

A man who makes enemies should make many enemies, because a man is known by the enemies he makes, and since a man is his own worst enemy, if he makes only one enemy, he is his own!

Yeah! I see what you mean!

You DO?!? I wish you'd explain it to ME!

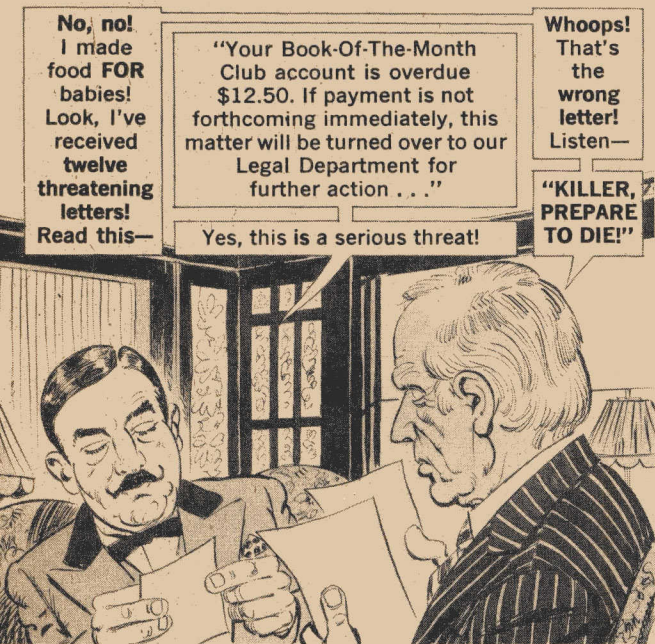


Look at this, Pirouette! I sleep with this under my head every night!

That is bad! If you want to be more comfortable, you should try a pillow! Tell me, what business are you engaged in, M. Ratspit?

I'm retired! I used to be in the Baby Food business!

You made food out of babies?!? No wonder you have enemies!! Even I am offended!! So you can imagine how Mothers must feel about you!!



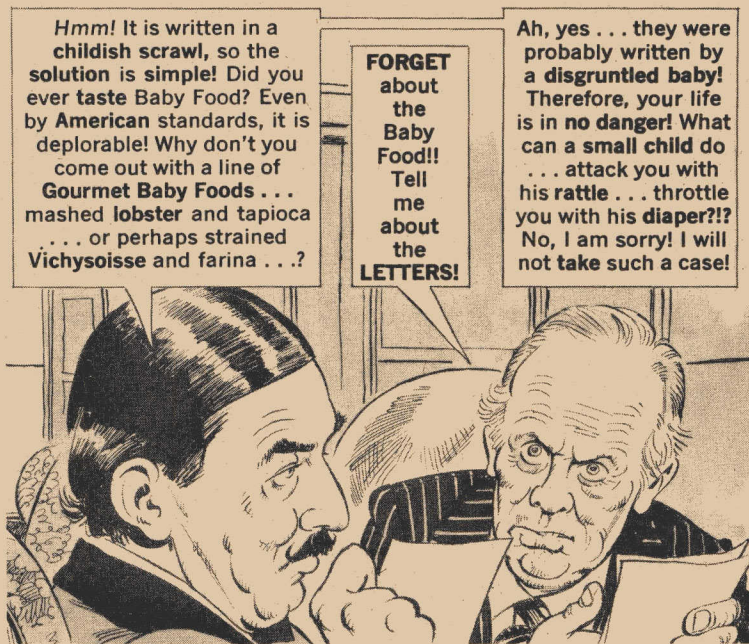
No, no! I made food FOR babies! Look, I've received twelve threatening letters! Read this—

"Your Book-Of-The-Month Club account is overdue \$12.50. If payment is not forthcoming immediately, this matter will be turned over to our Legal Department for further action . . ."

Yes, this is a serious threat!

Whoops! That's the wrong letter! Listen—

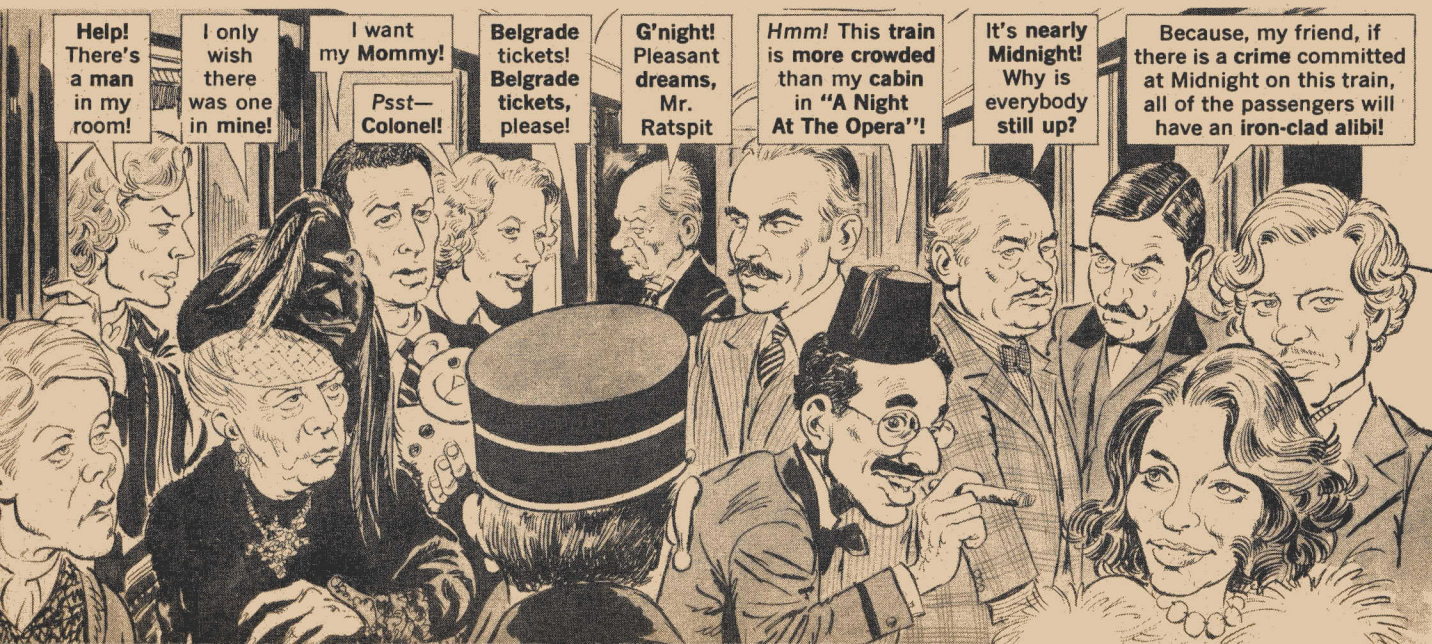
"KILLER, PREPARE TO DIE!"



Hmm! It is written in a childish scrawl, so the solution is simple! Did you ever taste Baby Food? Even by American standards, it is deplorable! Why don't you come out with a line of Gourmet Baby Foods . . . mashed lobster and tapioca . . . or perhaps strained Vichysoisse and farina . . .?

FORGET about the Baby Food!! Tell me about the LETTERS!

Ah, yes . . . they were probably written by a disgruntled baby! Therefore, your life is in no danger! What can a small child do . . . attack you with his rattle . . . throttle you with his diaper?!? No, I am sorry! I will not take such a case!



Help! There's a man in my room!

I only wish there was one in mine!

I want my Mommy! Psst—Colonel!

Belgrade tickets! Belgrade tickets, please!

G'night! Pleasant dreams, Mr. Ratspit

Hmm! This train is more crowded than my cabin in "A Night At The Opera"!

It's nearly Midnight! Why is everybody still up?

Because, my friend, if there is a crime committed at Midnight on this train, all of the passengers will have an iron-clad alibi!

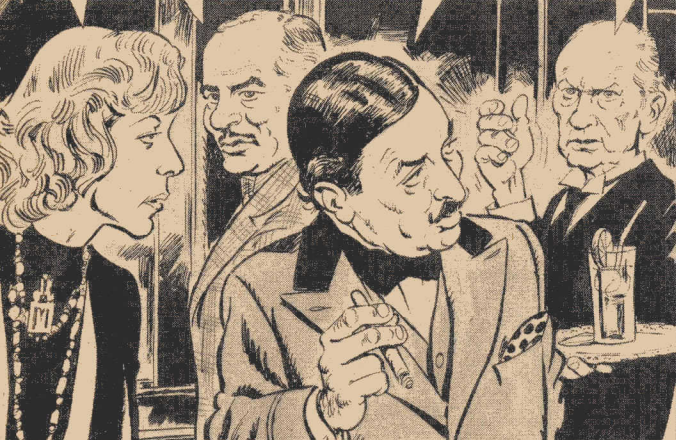


Say . . . what's going on? Why have we stopped?

It is nothing! We are stuck in a snow-slide! But do not worry! They will send a snowplow to clear the tracks!

Mr. Ratspit! Mr. Ratspit! What seems to be the problem?

I brought Mr. Ratspit his "pick-me-up" . . . and he doesn't answer!



Mr. Ratspit will need more than a "pick-me-up" to pick him up! He will need six pall bearers! He has been murdered! Touch nothing!

But it's impossible! The door was locked from the inside! The impossible is sometimes probable, and the probable is always possible!

Maybe he's not dead! There's a Doctor in the Coach Section! Go and get him!

The Doctor says he is very sorry . . . but he does not make Compartment calls!

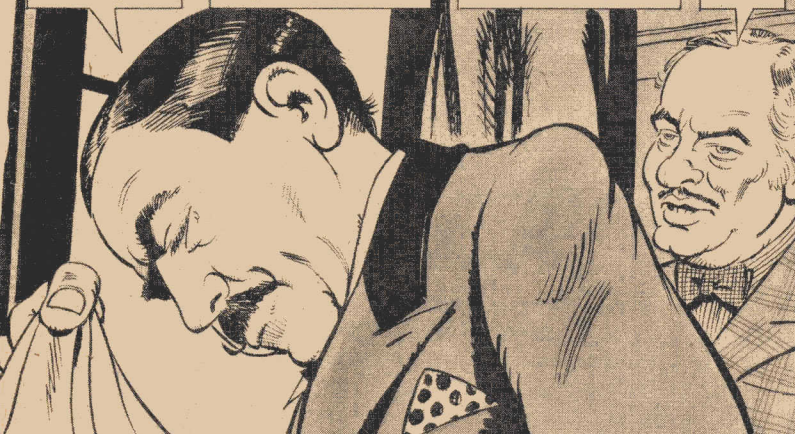


No, he is dead! You will notice that some of his wounds are deep . . . while others are light!

Which means there may have been more than one murderer! Perhaps a strong man, and a weak woman! Or perhaps a strong woman and a weak man!

Or a strong man and a weak man . . . or a strong woman and a weak woman! Or perhaps it was one person who is trying to confuse us!

But you're doing a fine job of that!



Ahh, my friend, I know what you are thinking! You are thinking: How lucky you are that I happen to be a passenger on your train!

Actually, I was thinking: Why couldn't Sherlock Holmes have been a passenger instead!? But . . . since YOU are here, Pirouette, you must solve this murder! I do not want the Yugoslav Police to bother my First Class Passengers! So hurry! I would like this case solved before the snowplow rescues us!

Ahh, I enjoy a good race!

I'm betting on the snowplow!



Clues . . . clues . . . there are so many clues, I may save some for my next case!

Mr. Ratspit wore one of those watches that stops precisely at the time the wearer is killed, which you can all see is Midnight!

A pipe cleaner! A button from a tunic! A man's handkerchief . . . **HONK** Does this belong to anybody . . . ?

A cigarette that bears a lipstick's traces! A railroad ticket to romantic places . . .



Pirouette! Please! The snowplow will be here soon!

With the help of this hatbox dummy, I will now perform my famous "Restoring The Burned Note" trick! Watch—

It says—**"ROSEBUD"!** I know!!! Citizen Kane killed Ratspit!!

No, "Rosebud" was the name of the Armpit child who was kidnapped and brutally slain five years ago! This note proves conclusively that Ratspit was the mastermind of that foul deed!



Ratspit was not only responsible for the death of the child, but for the consequent suicides of Colonel and Mrs. Armpit, their Maid, and their pet hamster! Five deaths!! FIVE?! Something is **wrong!** A little bell in my brain keeps ringing, telling me that there is something wrong!!

That little bell isn't in your brain! It's the **SNOW-PLOW!** Hurry up and solve the case!!

I have it! I recall that the Armpit hamster had seven babies who were so distraught, they took their own lives! Seven and five makes **twelve!** It seems that **everything** in this case is connected with the number twelve!

Follow! How many passengers are there?

And how many anonymous notes did Ratspit receive?

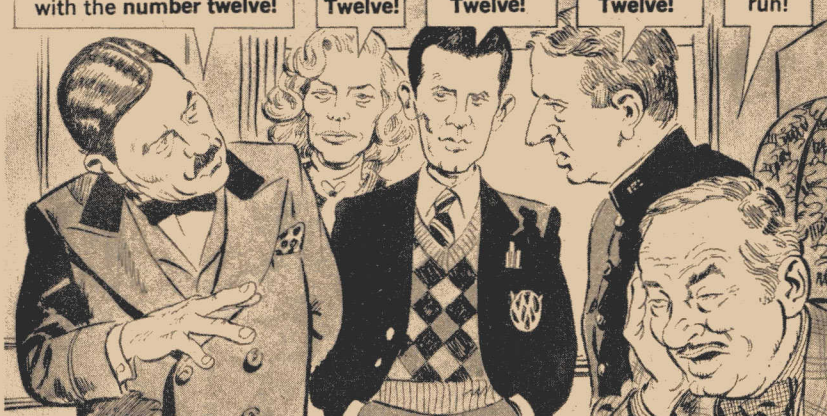
And how many croissants did each of them have for breakfast?

My God, we're losing a fortune on this run!

Twelve!

Twelve!

Twelve!



The victim was stabbed **twelve** times, he was murdered at **twelve** Midnight, there will be **twelve** men on the jury when I bring the murderer to Justice, today is the **twelfth** of December, and there are **twelve** days of Christmas!!

Somebody confess —before he sings all **twelve** verses!!

Mr. McQueer! We will start the interrogation with you!

Hold on! What right do you have to ask me questions? You're not my Mother! You don't even **LOOK** like my Mother! Mother was blonde!

M. Pirouette is a famous detective and he has been commissioned by me to solve this murder!

Mr. McQueer, did you **LOVE** your Mother?

What IS this ... a murder investigation, or a therapy session?!



Yes, I loved my Mother! In fact, I still dream about her! And every once in a while, I **dress** up like her!!

Good Lord, he's **psycho!**

Mr. McQueer, you are in very serious trouble!!

I'LL say he's in trouble!! He's the **MURDERER!!**

He is **NOT** the murderer! He is in trouble because he is an unmarried man who dreams about his Mother! At his age, he should be dreaming about **Vanessa Redgrave!**

Would you like to question the **Butler** next?

There is no need! If there is one thing I learned as a Master Sleuth, it is that the **Butler NEVER** did it!

Ahh, Miss Yolson! What is your occupation?

I bane doink God's vork! I bane teachink little brown babies in Afreeka to talk Anglich as goot as me!

Sacre Bleu! That is the first thing I have heard in this whole investigation that makes any sense!



M. Pirouette, I think I can help you! Mr. Ratspit was Italian, so it's very obvious that his murder was a Mafia killing!

Mr. Oscarelli, let me remind you that I am the Detective on this case, and you are only a Used Car Salesman!

And have I got a car for you! A 1929 Essex—owned by a Swedish Lady Missionary . . . !

I have one question to ask you!

You're going to ask him if he's the killer?

No, I'm going to ask him if the car has a rumble seat! I promised myself that the next car I purchase will have a rumble seat!

Princess Dragimoff, if I may, I would like to ask you a few questions!

—yawn— Oh, do you want me to confess to the murder?

No, something much more important! I want to know why you NEVER SMILE!?!

My Make-Up Man advised against it! He said . . . "If you smile, your face will fall off!"



Fraulein Schnitzel . . . I wish to see the contents of your suitcase!

Jawohl, mein Herr! Let me help you! I am a strong woman . . .

Ahah! What have we here . . . ?! A Conductor's Uniform with a button missing!!

Phew! You had me worried! I thought you found my collection of Hotel towels!



M. Pirouette, I've found something interesting! It's here . . . in my bag!

Is this a DAGGER which I see before me?!!

Is that from THE MURDER???

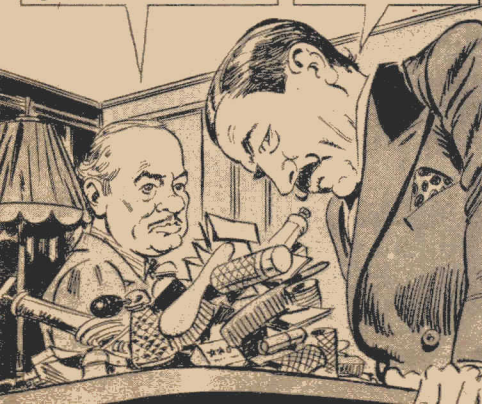
No . . . I believe it is from "MacBETH"!!



I am baffled! For the first time in my brilliant career, I have found a problem that defies solution!

No . . . that is simple! The murderer placed it there! What I cannot figure out is how she got so much junk into that small handbag!

You can't figure out how the murder weapon got into her handbag?



Ahh, Count Adrenali! I notice that the signature on your wife's passport has been obliterated by grease spots . . .

I was perfectly clear until you ran your fingers through your hair and then picked it up!



Mr. Lardman, I see by your passport that you are a Theatrical Agent!

Listen to this . . .

Give my regards to . . . Broadway!

I'm sorry!

How about this . . . ?

On the good ship . . . Lollipop!



Listen, I'm not really a Theatrical Agent! That's my cover! I'm a Pinkyton Detective! I was assigned to be Ratspit's bodyguard!

You didn't do a good job! Ratspit wasted his money!

Not really! At Pinkyton's we guarantee our work! Mr. Ratspit is entitled to a full refund!

When I was in the Service, I was stationed in IN-JAH! By George, I enjoy saying that ... IN-JAH!!

He's the murderer!

He cannot be the murderer! See? He has a license to KILL!

Miss Deviledham, I overheard you tell the Colonel at the station, "Not now! When it is over, maybe then!" When WHAT was over? The Depression?! The moon over Miami?! Or a MURDER ... ?!

Sorry, but I'm not at liberty to answer that question!

May I remind you that this is a murder investigation, and you are not at liberty to be at liberty to not be at liberty to answer it!!

UNHAND that lady, Sir!!

I never HANDED her! Perhaps you will answer!

On one condition! Since you are not British, I cannot ask you for your word as a Gentleman—but I want you to give me your word as a foreign Belgian frog that you will never reveal any of what I am about to tell you!

Cross my heart and hope to die!

I am in the process of obtaining a Divorce! I asked the lady to have tea with me in my compartment! She said not until my Divorce is final!

And when did you decide to obtain your Divorce?

At the station!

I will now go to the Dining Car! Assemble the passengers!

Are you going to reveal the murderer?

No ... I hate eating alone!!

Ladies and gentlemen, I have two possible solutions to the crime! The first is a simple one: the murderer boarded the train at Belgrade disguised as a Conductor ... hid in Mrs. Haggard's compartment ... then, using a pass key, entered Ratspit's compartment ... drugged him ... stabbed him twelve times ... put the knife into Mrs. Haggard's bag, the uniform into Fraulein Schnitzel's suitcase ... then caused the snow slide so the train would be forced to stop, and escaped into the night!

That is the most ridiculous story I have ever heard ... !

Wait until you hear the SECOND solution!

In this solution, there is no mysterious stranger! The Conductor's uniform is just a Red Herring! Incidentally, have any of you tried the Red Herring in Wine Sauce? Delicious! My compliments to the Chef! But tell him—

M. Pirouette! I implore you!

You all remember the Armpit kidnapping! I have positive evidence ... this burned burnt note ... which proves that Mr. Ratspit was the mastermind behind that horrible crime!

Will that stand up in court?

It will—if nobody turns on a fan!

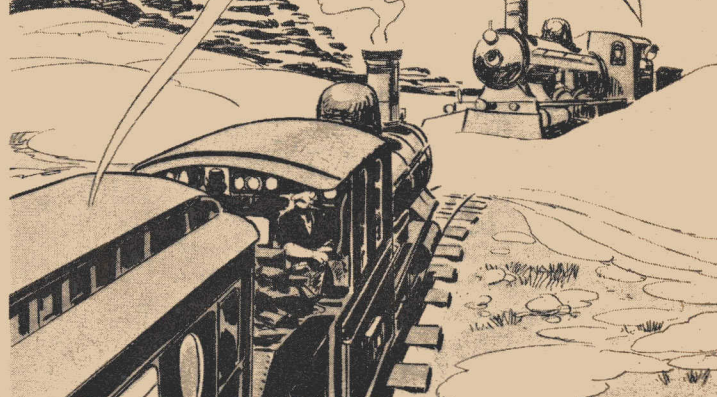
Your answers to my questions were full of **inaccuracies and evasions!** So I asked myself, **Why? Why? Why?** And I answered myself, **Because! Because! Because . . .** as far-fetched as it sounds, each of you were **closely associated with the Armpit family!** Mrs. Haggard was Mrs. Armpit's devoted **Mother!** Miss Deviledham was her devoted **Secretary!** Princess Dragimoff was the Armpit child's devoted **Grandmother!** Miss Yolson was the child's devoted **Nurse!** Colonel Arbornut was Colonel Armpit's devoted **Comrade-in-Arms!** Mr. Meadowbug was his devoted **Aide!**

If he doesn't get to the solution fast, I'll confess just to shut him up!

It could be worse! Suppose this was a **Commuter Train** and he had 500 suspects!

Mrs. Armpit was Mr. McQueer's **Fairy God-Mother!** Mr. Lardman was the devoted **Cop** on the beat who fell in love with the **Maid!** Bierre was her devoted **Father!** Countess Adrenali was Mrs. Armpit's devoted **Sister**, making the Count her devoted **Brother-In-Law!** Fraulein Schnitzel was the devoted **Cook . . .** and Mr. Oscarelli was the devoted **Chauffeur!**

We'd better hurry! It sounds like somebody's gone stark raving mad on that train . . . !



For my next number, I will now do **"The Actual Murder!"**

Gasp . . . choke! Somebody's trying to poison me! My sedative's been spiked with . . . **Baby . . . Food . . .**

Mr. Ratspit's watch was set at 12 Midnight to give everyone an alibi! Imagine, trying to fool me with the old **"Watch-Stopped-At-The-Time-Of-The-Murder"** trick!

Gulp! May God forgive me!

God, maybe! But the Critics, never!

For the Empire! For the Fuehrer!

For the Czar! For Alfred Hitchcock!

For the crew of the Bedford!

This sure beats punching holes in tickets!



Now, which of the two ways did the murder actually happen? Was it committed by a mysterious stranger . . . ?

Or was it committed by **twelve people** who booked passage on this train months in advance knowing that Mr. Ratspit would be traveling on it? Did these people act as a **Jury of twelve?**

Mr. Pirouette, you neglected to include **ME** as a suspect! That means **THIRTEEN . . .** and makes your **"Jury"** theory all wrong!

THIRTEEN?! Ah, yes . . . of course! There is also—uh—a third possible solution that is even **more complex** than the other two!

Oh, not **AGAIN!**

We've **ALREADY** committed **ONE** perfect crime! What say we have **ANOTHER** go at it?!

HEAR! HEAR!

No Jury on Earth will ever convict us . . . !

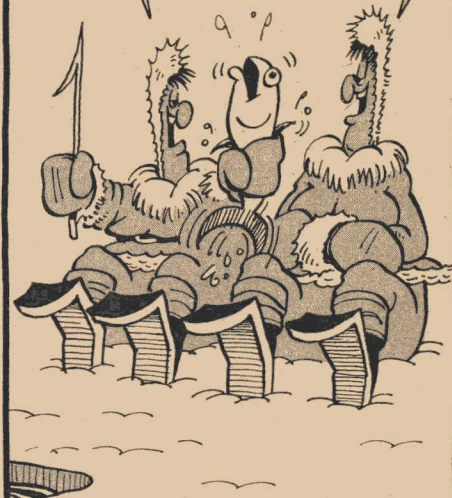


ONE SATURDAY NIGHT AT THE NORTH POLE



How do you like yours done?

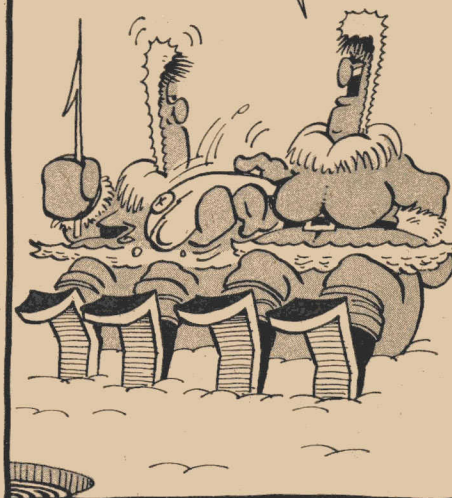
Rare!



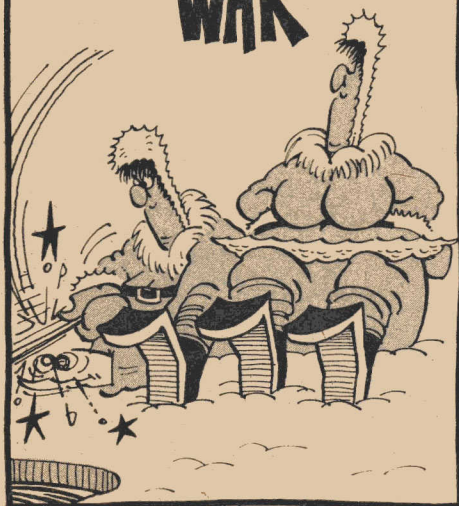
CHEEOMP! CHOMP
CHOMP CHOMP



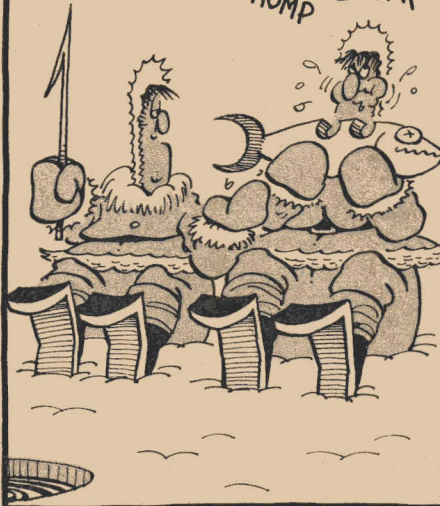
No... this is a little TOO rare!



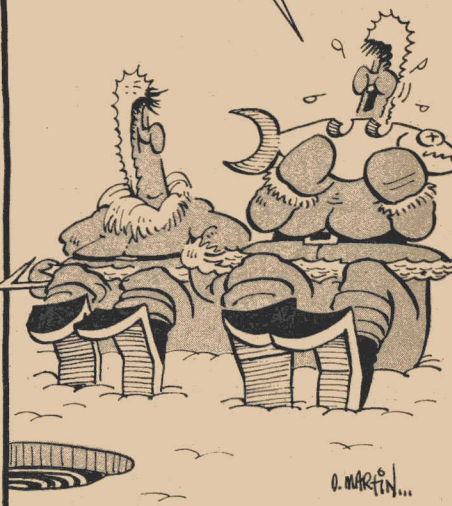
WAK



CHEEOMP CHOMP
CHOMP CHOMP



PERFECT!!



D. MARTIN...

**WHAT LARGE
GROUP WOULD
BE DELIGHTED
TO HAVE
PRESIDENT
FORD JOIN
THEIR RANKS?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Groups with special problems always attempt to enlist prominent new members in order to focus attention on their needs. Thus, President Ford is eagerly sought by many to lend prestige to their cause. To discover one of the largest of these groups, simply fold in the page as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

**THOUSANDS OF GROUPS HOPE FORD WILL COME
JOIN THEIR RANKS SO THE PRESIDENT CAN BLESS
THEM WITH HIS PRESENCE AND APPROVAL**

A

B

HERE'S LOOKING AT YOU, KID!



ANOTHER
MAD
MINI-
POSTER

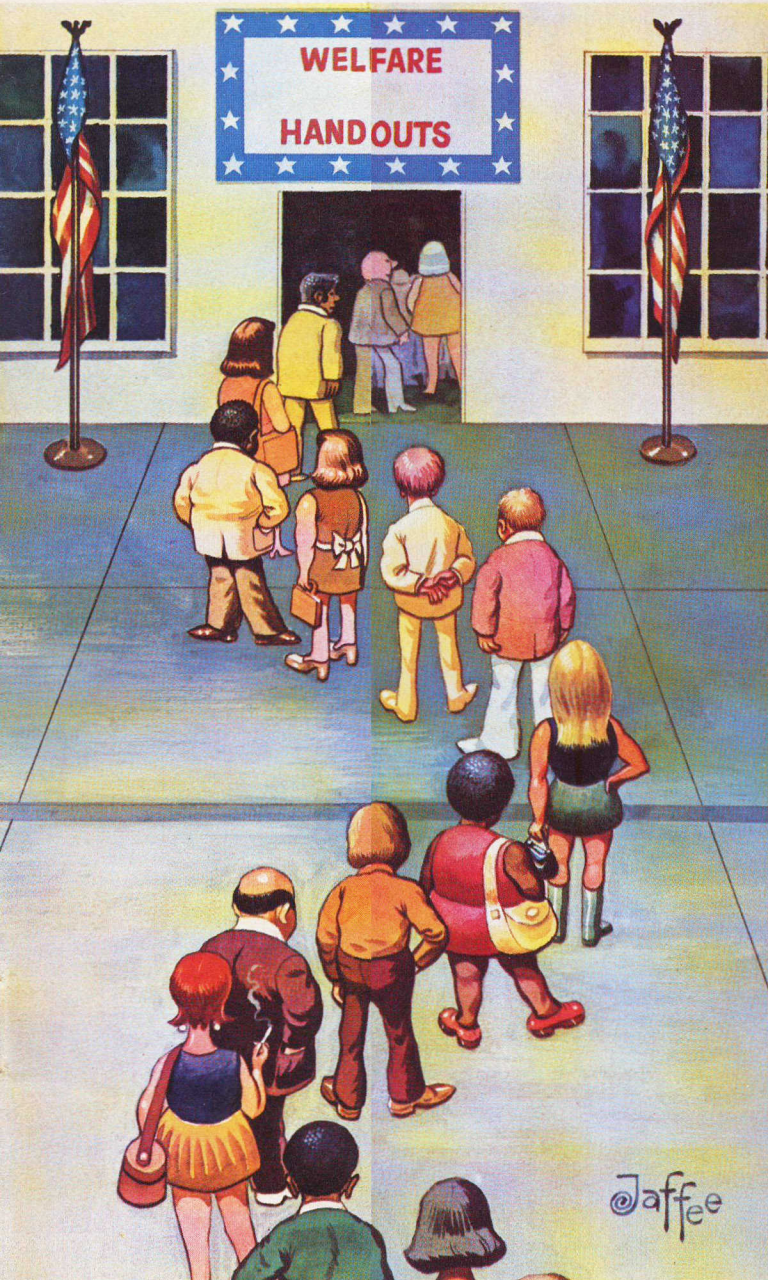
PHOTOGRAPHER: IRVING SCHILD

WHAT LARGE
GROUP WOULD
BE DELIGHTED
TO HAVE
PRESIDENT
FORD JOIN
THEIR RANKS?



FOLD PAGE OVER LIKE THIS!

AMB FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

**THE
JOBLESS**

AMB